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# Media scope

August 1959, 50 Cents

...ing the media-buying function

...lished by Standard Rate & Data Service



WILLIAM R. FARRELL

*"Human intelligence, judgment, and courage must always play a part in media selection."*



# Foundry Facts!

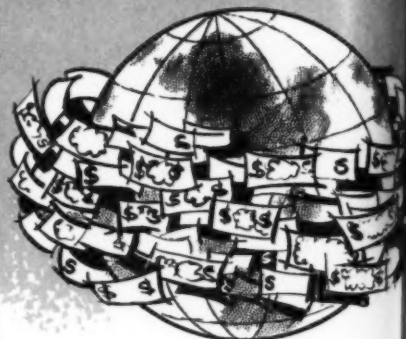
**PNEUMATIC HOSE FROM  
THE WINDY CITY TO  
THE NATION'S CAPITOL!**



THAT'S HOW FAR  
PNEUMATIC HOSE USED  
IN THE FOUNDRY INDUSTRY  
WOULD REACH...  
(2,800,000 FEET)



...AND CONVEYOR BELTING  
USED IN FOUNDRIES WOULD  
EXTEND FROM WASHINGTON, D.C.  
TO PHILADELPHIA! (1,000,000 FEET)



**30 ROWS OF  
DOLLAR BILLS  
AROUND THE EARTH**

THE TOTAL VALUE  
OF ANNUAL CASTINGS  
SHIPMENTS IS ABOUT  
**\$6,500,000,000**



**ALUMINUM  
CASTINGS  
ROCKET TO THE MOON**

...AND PROBABLY WILL  
ACCOMPANY THE FIRST  
SPACEMAN. 14 WENT  
INTO THE ROCKET  
WHICH LAUNCHED THE FIRST  
U.S. SATELLITE...

**LIKE COMPARING  
A 5-FOOT DORY TO  
THE QUEEN MARY!**

SHELL MOLDING  
AND CORE MAKING RESIN  
SALES ARE ESTIMATED  
TO HAVE INCREASED FROM  
250,000 POUNDS IN  
1950 TO APPROXIMATELY  
**20,000,000 POUNDS**  
IN 1959.



**STARTED IN 1900...  
DURING THE MCKINLEY  
ADMINISTRATION**



**PENTON'S  
FOUNDRY LIST**  
HAS BEEN  
ISSUED EVERY  
OTHER YEAR  
DOWN THROUGH  
THE TERMS

OF 10 DIFFERENT  
PRESIDENTS...  
STILL UNDUPLICATED,  
STILL UNIQUE!

**A HUMAN CHAIN  
90 MILES LONG!**



THAT'S WHAT  
YOU WOULD HAVE  
IF ALL **75,000** OF  
**FOUNDRY'S** KNOWN READERS  
WERE TO JOIN HANDS...  
IF YOU ADVERTISE IN **FOUNDRY**  
YOU ARE TALKING TO THE  
KEY BUYING INFLUENCES IN  
PLANTS REPRESENTING **98%**  
OF INDUSTRY'S MELTING  
CAPACITY...

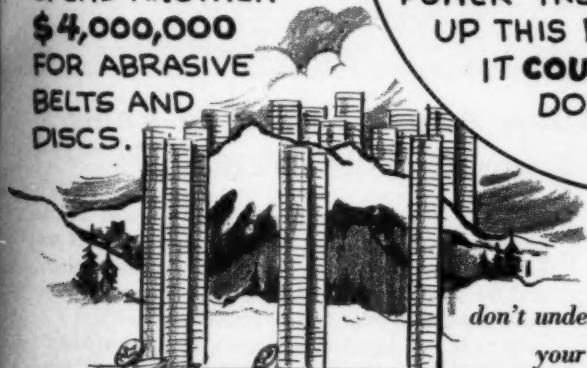
**15 STACKS OF SILVER  
DOLLARS AS HIGH AS  
MT. EVEREST**

FOUNDRIES SPEND  
**\$31,000,000**  
ANNUALLY  
FOR GRINDING  
WHEELS. THEY  
SPEND ANOTHER  
**\$4,000,000**  
FOR ABRASIVE  
BELTS AND  
DISCS.

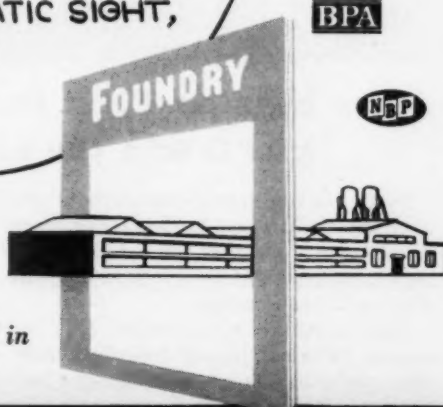
**BUMPER-TO-BUMPER  
CONVOY 26 MILES  
LONG!**



ALTHOUGH FOUNDRIES  
WOULD BE RELUCTANT  
TO GIVE UP THEIR  
POWER TRUCKS TO CONJURE  
UP THIS DRAMATIC SIGHT,  
**IT COULD BE  
DONE!**



*don't underestimate  
your potential in  
the foundry market!*



**BPA**

**NBP**

**a PENTON Publication / Penton Building • Cleveland 13, Ohio**



## The boys on First Street in Los Angeles already know who'll win the annual Rams-Redskins classic

Every Los Angeles boy knows that *everybody* wins when the city turns out for this Times-sponsored game every August — because every dollar of profit goes to help youngsters of the community, through Los Angeles Times Charities.

Other important sports events, too — including the famous National Sports Awards Dinner — channel their profits into Los Angeles Times Charities, which has put well over a million and a half dollars to work

in behalf of youth. For years, these popular events have financed the operation and maintenance of the Los Angeles Times and Southern Area boys' clubs, and the construction and equipping of camps, swimming pools and many other recreation facilities.

Boys in Los Angeles learn early that a newspaper's role in the community goes far beyond publishing news and advertising. They'll tell you that First Street ... home of The Times ... is not a one way street.

First in the nation's No. 2 market

**Los Angeles Times**

Represented by Cresmer & Woodward, New York,  
Chicago, Atlanta, San Francisco, Detroit



# Media/scope

published by Standard Rate & Data Service, Inc.

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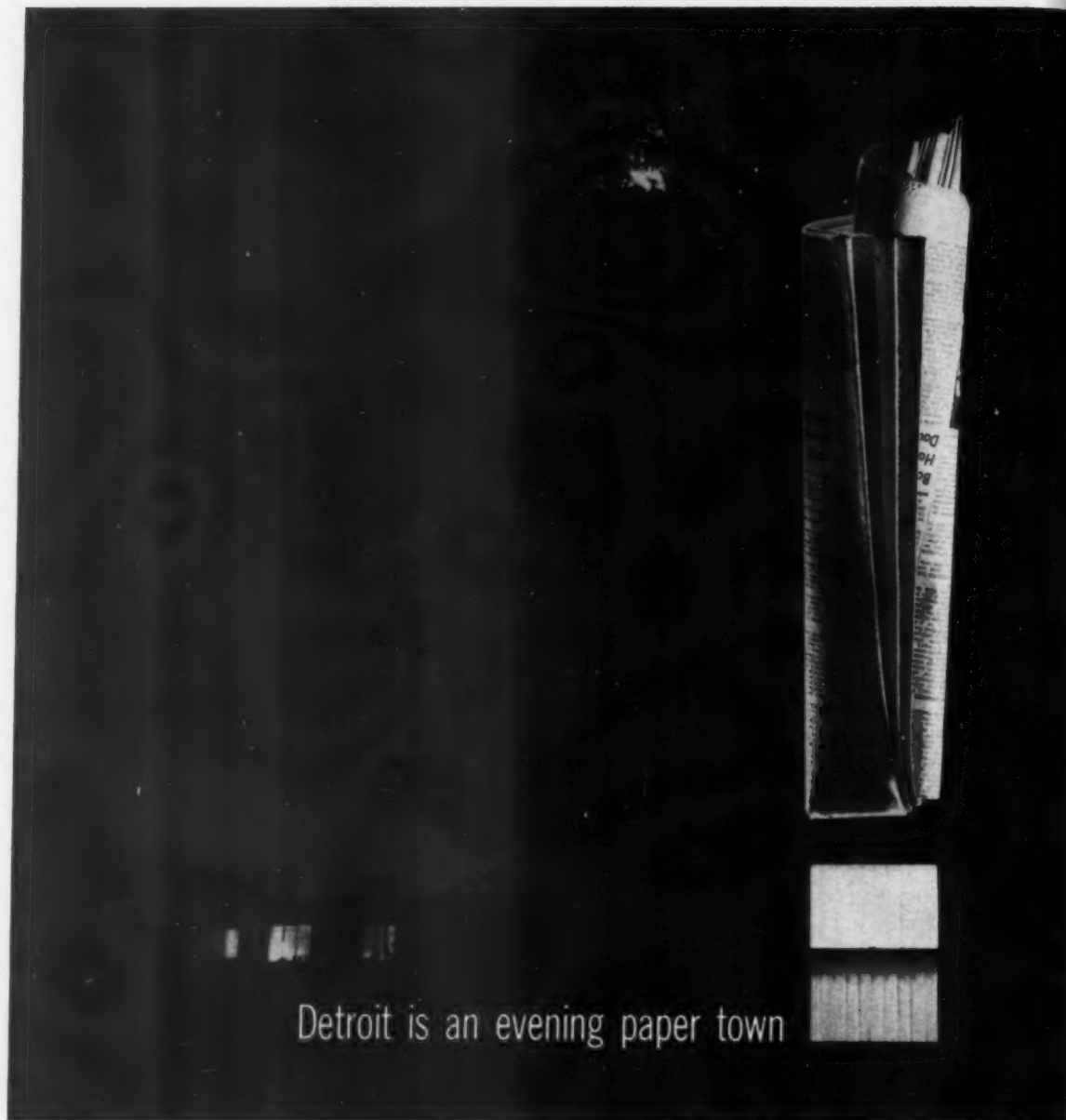
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## COVER

William R. Farrell, advertising director of Monsanto Chemical Company. Oil painting by Ed Young.

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Detroit is an evening paper town

Total unduplicated metropolitan household coverage of both evening papers: **70.5%**

Any other combination comes to no more than **58.1%**

Our case rests on statistics . . . that newspapers are a nighttime habit with Detroiters. And the DETROIT TIMES in combination with Detroit's other evening newspaper gives you 70.5% unduplicated metropolitan coverage—a figure unbeatable in any other combination. If you want to talk to this rich market, better talk through the TIMES.



KEEP YOUR EYE ON THE TIMES

**Detroit Times**

Represented nationally by HEARST ADVERTISING SERVICE INC.

Series  
Standard  
H  
Hansel  
Ephraim  
George A  
Lara  
Mary Ann  
Linc  
H. P. J.  
Harry J.  
ADVEN  
Albe  
Thom  
Edward T.  
R. Che  
James  
F. LeR  
Waven  
James  
Don Har  
John  
William T.  
George  
A. G.  
EXE  
Walter E.  
C. L  
Albert W.  
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## **MEDIA/SCOPE**

Serving the media-buying function

Published monthly by

Standard Rate & Data Service, Inc.



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### **EDITOR**

Roger Barton

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Murray Hill 9-6620

#### **SOUTHWESTERN OFFICE**

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Dallas 35, Texas  
Fleetwood 1-4523

#### **PACIFIC COAST OFFICE**

Don Harway & Co.  
1709 W. Eighth Street  
Los Angeles 17, Calif.  
Hubbard 3-5141

## *From the publisher's notebook*



## **SECONDARY READERS' CRITICISMS**

No Publisher worth his salt will entirely escape criticism for some of the things he espouses, or even mentions incidentally. To be entirely free from attack is the result of a neither-this-nor-that policy. Neutralism is a position of negative quality, and though MEDIA/SCOPE will avoid controversy for controversy's sake, it will always have the courage to express a forthright editorial opinion where the best interests of its readers are at stake.

MEDIA/SCOPE is not infallible, and will never hesitate to correct a false impression it may create, but it will do so honestly and fearlessly in defense of its most cherished attribute, editorial integrity and stability.

Nor will anyone other than the Editor dictate what shall be printed within the framework of the editorial policy. As a safeguard to the danger of involving members of the business staff in any protest, the following rule is observed at MEDIA/SCOPE:

1. The responsibility for handling editorial complaints or criticism rests with the Editor.

2. When verbal complaints are received by a member of the business staff, every effort is made to give an intelligent and satisfactory answer. No member of the business staff may commit MEDIA/SCOPE in an effort to defend or justify editorial content. If the matter cannot be resolved to the satisfaction of the individual registering the complaint, he is asked to submit his complaint formally in writing to the Editor. Thus, if the individual is sincere in his convictions which prompt the complaint, he will take the time and effort to convey his feelings in writing.

3. In the event that complaints or criticism are received by letter, the original copy is submitted to the Editor.

This, we submit, is editorial freedom.

# Special interest magazines get

***Bride and Home Readers are the most eager shoppers of them all...and advertisers know it.***

If sales action is what advertisers look for, they've apparently found it in BRIDE & HOME. Because the total advertising increase for the past three issues is a resounding 76 pages...by far the greatest vote of confidence given any magazine in its field.

And the reason is diamond-bright and dollar wise. Because each issue of BRIDE & HOME, published four times a year, delivers a whole new audience of brides-to-be—screened prospects with the urgency of making their wedding and home furnishings purchases during their average period of engagement.

There is no waste here—for only girls about to be married are interested in BRIDE & HOME—no others; and on every page a prospective bride turns, she gets shopping guidance for every type of merchandise.

And there is another facet to this "immediate buy" market. In addition to cash in hand, plus gifts, BRIDE & HOME's readers represent a continuing market of prime customers. Surveys show that 30% of all BRIDE & HOME readers continue working after marriage—creating a distinctive dual income market. And a thriving ad increase to reach this audience is proof that BRIDE & HOME, like other Hearst special interest magazines, gets action from advertisers because it gives action in return.

For advertisers know that when a magazine is tailored to a specific market—can deliver a pre-sold readership—then action follows. In Hearst Magazines advertiser and reader speak a common language, and as a result editorial and advertising content work in tandem—to spark sales results and profits at the local level.



SPORTS AFIELD

BAZAAR

MOTOR

COSMOPOLITAN

SCIENCE  
DIGEST

POPULAR  
MECHANICS

© 1959 The Hearst Corporation



# es get **ACTION!**

**This sensational ad  
page gain is proof:**

Ad Page Gain

Spring issue . . . . . 13

Summer issue . . . . 16

**FALL ISSUE . 47**

## Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!

## Bride & Home

50¢



Wedding Dresses  
from \$70 to \$325

Bridesmaid's Dresses  
from \$25 to \$50

Mothers' Dresses  
from \$45 to \$75

How to Buy  
A Diamond Ring

120 Budget  
Decorating  
Ideas

Save 24% Report  
How much will  
your reception cost



**MOTOR  
BOATING**

American Druggist

TOWN & COUNTRY

House Beautiful

**NEW**  
Medical Matera

Good Housekeeping

# HEARST MAGAZINES GET ACTION

Media/scope, August, 1959

# Marketing begins with markets

...and the fastest growing market situation in America today is the \$41-billion market for sport and recreation. It is a market that is only beginning to approach its full potential as our families put more and more of their time, interest, and incomes into the enjoyment of the good life.

You can identify your client's product or service with the best part of this market in the pages of SPORTS

ILLUSTRATED, either in the full-run national edition, or in any one of four regional editions.

For the regional advertiser, or the national advertiser who wants extra impact in one region, these are "the ones to grow on." For details, write William A. Marr, Associate Advertising Manager, SPORTS ILLUSTRATED, 9 Rockefeller Plaza, New York 20, N. Y.

## THE REGIONAL EDITIONS OF SPORTS ILLUSTRATED



### **EASTERN REGIONAL**

Circulation Base 240,000  
Full Page Black & White \$1,860  
Full Page Four Color \$3,100



### **MIDWEST REGIONAL**

Circulation Base 200,000  
Full Page Black & White \$1,550  
Full Page Four Color \$2,580



### **SOUTHERN REGIONAL**

Circulation Base 110,000  
Full Page Black & White \$1,025



### **WEST COAST REGIONAL**

Circulation Base 150,000  
Full Page Black & White \$1,395  
Full Page Four Color \$2,325

## MEMO TO MEDIA

### ENTER, THE CLIENT

Some people have asked us, what is the advertisers' place in this media buying function? Since the advertiser and the agency work together to deliver a media plan serving the advertisers' objectives, their efforts are complementary.

While advertising buying is based in the agency, there are people in the client organization who contribute to, review and okay the agency's media recommendations. That is why Media/scope has advertiser circulation and distribution and a strong and growing following in this category.

But, a word of warning if, in promoting your medium, you want to be a buyer and not just a spender. Don't go overboard! Not at today's rates! There are many other executives in the client organization who are just that -- executives. They plan, delegate and control. In sales, marketing, or administration, they will seldom question their advertising managers or agencies on the media detail that interests you most -- the individual selection of media. Instead, their questions will most likely be -- "Is this campaign in line with our total objective?" "Explain how it will do the specific job we want?"

Some top brass do go out of their way to get into media detail. Anything can happen! These inordinately curious executives were delighted to hear about a magazine just for their pet subject -- media. And we've got 'em -- board chairmen, executive V. P.'s, sales managers -- wearing this particular brand.

But don't believe that you've got to cover all the rest of these titles or die. They rely on their company and agency teams to plan and buy their advertising.

That's why it makes sense to cover the media-buying function thoroughly before promoting your medium to other possible influences on space and time buying.

Get your medium into the minds of the men and women who buy advertising. Don't be forgotten or overlooked.

Develop their understanding of your medium's values. Don't be underestimated or discounted.

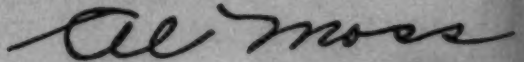
(over)

Help buyers to feel stronger, more enthusiastic and more confident about your medium.

If you do, your medium will occur to buyers more and more often as the most logical solution to old and new buying situations.

This kind of preference can be developed through illustrative advertising copy placed consistently in a magazine devoted to the working interests of the buyers of advertising we have been discussing.

Sincerely,



A. W. Moss  
Advertising Director

(This insert appears only in those copies going to our complimentary list.)





## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### COMBINATION RATES

Once again, combination rates are in the headlines. This time it is the *Wichita Eagle* which is involved. In a recent consent-order obtained by the Antitrust Division of the Department of Justice, we see how media can come under court supervision as a result of *compulsory combination rates*. In this instance, the order runs for 12 years, subject to possible revision at the request of the paper.

According to the publisher of the *Eagle*, the action by the department started as a result of a complaint filed by the competitive *Wichita Beacon* at about the time that the *Kansas City Star* case was being lost. After investigation and the expression of an opinion by the government that the *Eagle* was violating the law, the *Eagle* voluntarily changed its pricing policies.

There had previously been a compulsory combination rate structure involving advertising in the morning, evening, and Sunday editions of the *Eagle*. These are now to be sold separately. However, discounts may be allowed on voluntary multiple insertions of the same advertising copy in both of the daily editions, but this discount may not be more than 20 per cent. This is the story on the display advertising. As to classified advertising, the two must be sold separately, with a combination rate of at least 75 per cent of the total of the regular morning and evening rates.

Inasmuch as the order in the *Kansas City Star* case permitted *voluntary* combinations subject to certain limited discounts (30 and 35 per cent for display and classified, respectively), we have in the *Eagle* order another indication of an apparently definite pattern.

In view of what has gone before in this area of media rates, we can only stress again the importance of a re-examination of any existing compulsory combination rate structures. Notwithstanding efforts throughout the industry to explain the legal implications and dangers of such a situation, some newspaper publishers and radio station operators are still thinking in terms of the decision in the *New Orleans Times-Picayune* case where, in a closely divided court, it was held that combination rates are not illegal *per se*. However, later cases (including the *Wichita*

*Eagle* case as the latest) have fortified the conclusion that compulsory unit rates are dangerous.

A government spokesman referred to the *Eagle* case as "part of a continuing effort by the government to eliminate the forced combination rate system." The government logic is that *compulsory* unit rates are "a potent weapon" to eliminate competition.

MEDIA/SCOPE has discussed this matter (M/s May 1959 and September 1958), and it seems to be recurring. Much of the impetus behind individual cases comes from competitive publishers. This is true whether the case involves a government action or a triple-damage action.

As an indication of the scope of an order of this sort, the *Eagle* order covers combination subscriptions, coercion of buying beyond the advertiser's needs, and refusal to accept advertising if the advertiser does not drop other media.

### TREND IN BUYING TV-NETWORK TIME

A trend to a new type of TV-network time buying was pictured by ten top advertising agency executives testifying at a Federal Communications hearing in New York, July 7-10. Total investment in TV network advertising by those subpoenaed amounted to well over \$500 million.

The witnesses said that 33 hour-long programs in prime time this fall will be owned or controlled by the three networks. This represents 65 per cent of the best hours. Time spots will be available to up to six different advertisers.

Importance of agency TV program departments will decline while that of media departments will increase, was in brief what was told to James D. Cunningham, chief hearing examiner, in response to questions by Ashbrook P. Bryant and James Tierney of counsel of the FCC broadcast bureau.

"It means that the buying of network time is becoming more like buying pages in a magazine," Peter G. Levathes, Young & Rubicam, Inc., explained.

Q: These shows were placed in prime time prior to sale?

A: Yes.

(Continued on next page.)

## Scope on Media

Q: How much further can this type of program scheduling go?

A: It could go too far. It could reach the point where it would move right across the entire schedule of prime time. Then we would have run-of-schedule television . . .

Q: Do you believe this represents a trend?

A: I hope it isn't a trend for more than this coming season, because I believe advertisers should get more than just a piece of time. Run-of-schedule advertising on TV would deprive advertisers of many important values.

Among values mentioned by Mr. Levathes and others was "program compatibility," or the proper climate in which to promote products. The new hour-shows are designed for mass circulation, and the agency executives said there were many occasions when clients desired quality audience rather than numbers.

A plus admitted by the witnesses was that run-of-schedule TV would permit advertisers with small budgets some TV exposure and would allow large advertisers increased penetration.

Also debated was whether or not the trend, which might jeopardize the 15 per cent commission for talent as well as time, would continue. Thomas J. McDermott, Benton & Bowles, Inc., flatly predicted failure. Others linked it with economic conditions, the law of supply and demand.

As far as the 1959-60 season was concerned, agency influence would be "diluted," all witnesses agreed.

"When you have one-sixth sponsorship of the Perry Como show you can't tell the producer how to run it," Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles, Inc. put it bluntly.

"Arbitrary" was a word frequently used to describe the current network attitude. Lewis H. Titterton, Compton Advertising, Inc., told of networks refusing to allow him or Procter & Gamble executives to view pilot films in advance unless they agreed to buy in the time period on which the network placed the program.

Network schedules were set earlier than usual for the coming season, witnesses said. Dan Seymour, J. Walter Thompson Company, said he had been able to complete major commitments well in advance for large clients, and was not vitally affected until he came to buying for small-budget clients.

"Then we were presented with a *fait accompli*," Mr. Seymour said. He declared he was displeased. Asked what would happen if "network dictation" increased even further than now indicated, he replied: "We would probably withdraw our advertising."

While wanting to continue to develop, nurture, and influence programs, all witnesses agreed program responsibility rightfully rested with the networks.

"Emphatically, yes," declared John P. Cunningham, chairman, Cunningham & Walsh, Inc.

"Such a law, if necessary, should be as vague as the present statute," Mr. Cunningham suggested.

Others testifying were C. Terence Clyne, McCann-Erickson; Robert L. Foreman, Batten, Barton, Durstine & Osborn; Nicholas E. Keesely, Lennen & Newell; and Richard A. R. Pinkham, Ted Bates & Co.

### STRONGER MEDIA FUNCTIONS

Increasing importance and complexity of the media-buying function is indicated in organizational changes that have recently been made at BBDO and Young & Rubicam. The first agency has created a media plans board and six new positions for associate media directors. The plans board will include the vice-president and media director and media department supervisors for newspapers, magazines, network broadcast, spot broadcast, business publications, outdoor, and plans and media analysis. Fred Barrett, media director, says the changes can be attributed to increasing media costs, which place greater emphasis upon efficient planning, and to changes in the media such as the regionalization of national magazines, the growing equality in the three broadcast networks, and the growth in importance of the newspaper-distributed Sunday magazines.

Young & Rubicam has also tightened its media operation. It now organizes its media-buying function as the department of media relations and planning. The department is divided into five groups that do planning and buying, each headed by an associate media director. This is similar to the set-up at Kenyon & Eckhardt. In each group there are two or more media account supervisors, assisted by the necessary buyers. Each buyer works only on the accounts in his group. This department, headed by William E. Matthews, is responsible for all media, including spot broadcast, but network time and programs are the responsibility of the radio-television department headed by Peter G. Levathes.

### SOUND IN LOOK

*Look*, whose name certainly connotes a visual medium, is adding the second dimension of *sound*. This fall it will carry an advertisement in the form of a phonograph record that will play three minutes and is durable enough to be played repeatedly. The magazine is secretive about the advertiser and the agency. This is surely an audacious experiment, and it will be interesting to discover what percentage of the readers of the issue in question take the trouble to play the record. Possibly, the novelty of the experiment will induce more to do so the first time it is tried than can be counted upon to listen to successive recordings. However, *toujours l'audace!*

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naga-  
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Bar-  
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# the thrill of discovery...

McCall's today — #1 in total editorial lineage in the women's field — #1 in 4-color editorial pages — and #1 in service editorial lineage for the first time in publishing history — is worth discovering. McCall's fresh, bright approach pulls it toward even greater influence on the reading and thinking and buying patterns of American women.

Here is the creative horizon of America today.

Discover it, with growing numbers of readers and businessmen ... on the printed page, between the covers of McCall's. Here, the bold alchemy of ink and paper is producing a new phenomenon ... a magazine of crackling vitality and breathtaking beauty that unerringly, enduringly, stirs the imagination of American women.

Here is a medium designed to be a stimulating mental and visual adventure every month, urging women to reach for the best, the most gracious, the most rewarding, in ideas and ideals and products.

**THE THRILL OF DISCOVERY:** the August issue pulses with it. Little girls' fashions, dreams made manifest. Big girls' fashions, for college and thereafter. Plus other

striking service pages to whet the appetite and the buying mood. Deeply human articles and truly great fiction stories to lift the heart and the mind.

**THE FACTS SUPPORT THIS ENTHUSIASM:** readers register delighted approval. McCall's circulation — now more than 5,400,000 — is higher than at any time in McCall's 89-year history, as women rush to find what the talk's about.



Advertisers, too, are discovering in McCall's the business horizon for which they have been looking. In the third quarter of 1959, McCall's advertising lineage has increased substantially — up in July — up in the current August issue — up again in the September issue, as the figures come rolling in.

**PLEASANT DISCOVERY:** effective with the October 1959 issue, McCall's is eliminating the premium charge for bleed page ads in black-and-white or four-color ... giving McCall's the lowest cost per thousand for a bleed page in the women's field.

**LAST-MINUTE DISCOVERY:** July issue of McCall's was another sell-out on the newsstands! Watch August — another new dimension in publishing!

Robert Vardaman Knows

## He's Seen the Long Beach Market



Media Buyer, Foote, Cone & Belding, Chicago

*Bob Vardaman, a recent visitor to Long Beach says: "A visit to the Long Beach market made the available market statistics come to life. The Independent, Press-Telegram, of course, is assured of consideration whenever we want to cover Southern California."*

The Independent, Press-Telegram covers more than 7 out of 10 Long Beach homes. No other daily newspaper covers even 1 out of 10.

**Independent  
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally by  
**RIDDER-JOHNS, INC.**

Member Metro Comics Group

## Trade Talk



Dave Wasko

**Hookers . . .** According to I. H. MacDonald, general manager of the Canadian Daily Newspaper Publishers Association, the use of retailers' "hookers" in connection with national newspaper advertisements would make the advertisements stronger, in that prospects for the product would know where to buy it. Some advertisers have, of course, allowed retailers to tack on a slug showing their place of business. But there are "hooks" in the use of "hookers." Some newspapers don't like them, because they may mean a reduction in retailers' advertising lineage. Manufacturers may not like them, because some newspapers, in order to accommodate their local customers, have been known to overshrink the national advertisement or even leave out a piece of it.

**Color TV . . .** The television industry is out after more advertising dollars, this time by pushing color real hard. The campaign will cover a drive for more color programming by more stations, which will supposedly increase the demand for color sets. The only obstacles seem to be the high cost of the sets and the quality of reception. An interesting thing about all this activity is that it has been largely discussed as a way to justifiably increase rates on the basis that color will "naturally" increase audiences. There is a visible lack of forward thinking regarding the advertiser funds to pay the extra tabs, in that the TV industry feels it will come from the present expenditures in other media rather than the appropriation of additional funds.

**New Activity? . . .** The opening of the new Magazine Center by the Magazine Publishers Association raises the question as to what advertisers and their agencies can expect in the future from this association. The old Magazine Advertising Bureau was

found to be extremely helpful in providing data about magazines to those who knew the Bureau had it available. With many associations today being criticized more by their members than outsiders, it would seem that the MPA is going to have to find a cure for what some persons might call "tired blood."

**Good Luck! . . .** Regardless of any doubt of the success of the long-discussed Newspaper Color Advertising, Inc., all concerned are hoping that the unit will have a happy future. That future will, of course, depend on several things . . . increased business for newspapers carrying color, more papers making color available, and the help NCA will be able to give agencies to increase consideration of the use of ROP color. While the absence of color availability in New York newspapers has contributed to limited use of color, a big educational job is still to be done on agency creative departments to teach them how properly to prepare full-color material for newspapers. You can bet that the volume of two-color advertisements is no accident.

**Hot Potato! . . .** William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, has suggested that present business paper audit systems be scrapped and a new single audit for all of the books be devised. This idea has as much chance for success as does the same idea for a single broadcast rating formula. Too many organizations that are now enjoying handsome incomes are placed in the position of "fighting for their lives" against the plan. With the current acceptance of the various audit systems, and the long struggle to gain this acceptance, it seems certain that they'll gamble on being unpopular with a certain agency president who, right now, may not be so popular with them.



# FOCUS

## On Your Best Sales Pictures

For maximum sales at greatest profit, the focal point of your heaviest advertising effort should be the FIRST 3 markets of New York, Chicago and Philadelphia—where 18% of all U. S. Retail sales are made. Within these huge sales areas the competition for consumers' attention and share of spendable income is an important

factor in causing family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV to thin out. In these 3 far-above-average markets *there is no substitute for FIRST 3 MARKETS'* solid 62% COVERAGE of all families.

In addition, the finest Rotogravure and Colorgravure reproduction in the FIRST

Sections of the FIRST Newspapers of the FIRST 3 Cities of the United States assures you maximum package and product EYEidentification.

To make your advertising sell *more* where *more* is sold... it's FIRST 3 FIRST! Circulation nearly 6,000,000.

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N. Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043  
San Francisco 4, Calif., 155 Montgomery Street, GARfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUmkirk 5-3557

## Your Golden Opportunity to Increase Sales!

# THOMAS REGISTER



- The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.
- It offers a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries...booming in direct buying action. 50,000 items of 12,500 manufacturers will be on display.
- Schedule YOUR products for front line attention now.

Thomas Publishing Company  
461 Eighth Ave. • New York 1, N. Y.



**Industry's No. 1 Marketplace of Buying Action!**

## Letters from Readers

### REGIONAL OPERATION

Last month, Lionel Kaufman ("Daily, Except Sundays," June MEDIA/SCOPE) quotes a friend as asking in effect: Why have the newspaper-distributed Sunday magazines, so well equipped of all media for the job, made so little effort to offer the regional distribution-tailored packages now being so vigorously pushed by national magazines?

In answer, Mr. Kaufman takes his friend down an involved but logically laid-out path, leading to the conclusion that you just can't get there from here in newspaper-distributed magazines. Seems it's just the nature of the beast.

Obviously, Mr. Kaufman has in mind syndicated Sunday magazines. That's why, in our opinion, he took the wrong road at the very start of the journey. Sunday gravure magazines, the home-edited variety, have for many years and do now offer the ultimate in custom-tailored packages. Fifty-four strong, with a total circulation of more than 23 million, they give saturation coverage in 39 top markets. The home-edited Sunday magazines are as flexible as the great newspapers that publish them. They offer faithful color, editorial quality, and magazine format, plus the bonus of local editing.

Through an almost infinite combination of these individual markets, an advertiser can arrange for different copy, different timing, and a circulation package tailored to his specifications.

DOUGLAS CORNETTE

Assistant general manager, *The Courier-Journal* and *The Louisville Times*, Louisville, Ky.

### NEW IN MEDIA BUYING

I have just recently taken out a subscription to MEDIA/SCOPE, as I am a relative newcomer to the media side of an agency's operations. It seems that as each issue of your publication arrives, so my knowledge of media increases. I believe your editorial features are doing a great job by passing on to persons like myself the experience and knowledge of men who have

been in the media business a great number of years. I don't know how we existed for so long without a publication of this type.

Would you please send me a complete set of your media buyers' check lists, which I understand are still available.

COLIN LEWIS

Stanfield, Johnson & Hill, Ltd., Montreal.

### PUTMAN STUDY

It is with surprise that I read "Are Mail Surveys Reliable" in your June MEDIA/SCOPE. The author, Howard G. Sawyer, states that, "I was not comfortable in making my way through the statistics of the Putman report," but he bases his judgment on this report alone, ignoring other studies about the reliability of mail surveys, such as the recent investigations of Dr. Charles K. Ramond, the new technical research director of the Advertising Research Foundation. He also missed an article by Arthur J. Morgan on the subject of well conducted mail surveys, in your February issue of this year. Is it fair to pass final judgment and talk about heaving media reports into waste paper baskets without looking at both sides of the question?

The Putman Publishing Co. report assumes: (1) That personal interviews are perfect, and that surveys done by other methods can be judged by how far they approximate the results of a personal interview job; (2) That a mail survey (or the part of a mail survey most criticized) based on a 28 per cent return can be considered typical of all mail surveys. Many research men would challenge both premises.

Dr. Ramond, who just resigned the top advertising research post at E. I. duPont de Nemours & Co. to take over as technical director of the ARF, and Dr. Edgar Gunther, director of market research for *Fortune* magazine, recently concluded a series of studies which prove the objectivity, reliability, validity, and sensitivity of well-conducted mail surveys.

Mr. Morgan described in his MEDIA/SCOPE article the criteria



# In the New York market 1,320,000 News readers are home gardeners

Daily News readers represent 40% of all adults who do gardening in the metropolitan area—170,000 more than all other New York City morning newspapers combined; and 470,000 more than all evening papers combined.

And 100,000 News readers reported spending more than \$100 on their gardens in the past year!

*Source: Profile of the Millions—2nd Edition... a comprehensive and authoritative study of the New York City and suburban markets. Call any New York News office for a presentation.*

Neither Sherlock Holmes nor an electronic computer is required to deduce that the home gardener's home can hardly be an apartment. Nor are most home gardeners likely to work on a garden owned by somebody else.

The high ratio of home gardeners among News readers is paralleled by two other findings. Of all the adult readers of New York City newspapers living in family owned homes, the Daily News has 41%; and 40% of all those living in single family units.

Many advertisers do not realize that while The News is the largest mass newspaper in the country, it is also the largest class newspaper in New York—affords more choice prospects than any other medium you can buy in this market.

Remember, too, that the 4,730,000 adults reading the Daily News read it daily—not one issue in thirteen, or occasionally within a period of months. The News reading habit is the highest assurance that your advertising is seen and read, has the maximum opportunity to produce. No other medium offers so much sell for the money.

Call any News office for details.



## THE NEWS, New York's Picture Newspaper

*More than twice the circulation, daily and Sunday, of any other newspaper in America.*

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4  
3400 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

# STRAIGHT-LINE ADVERTISING AT WORK!

"Since it does the job on his place over in Jackson County, it should do O.K. for us."

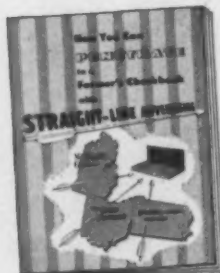


## PENETRATE WITH LOCAL PICTURES

Quickest way to gain the attention of a farmer (or his wife) is to picture a person (or place) near home.

Show your product in use, right in Michigan, and you have something in common with the reader. He's ready for your sales message. He's in a mood to believe—and to buy.

We can arrange for Michigan action photos of your product in use—or a testimonial picture suitable for use in your advertising. Photo can be stripped in quickly, easily at no extra production cost. We print by gravure.



NEW EVIDENCE of how major advertisers are using STRAIGHT-LINE Advertising to penetrate Michigan's rich farm market is illustrated in the new 20-page booklet at left. Write for your copy.

## Michigan Farmer

East Lansing, Michigan

STRAIGHT-LINE Advertising also available in  
THE OHIO FARMER • PENNSYLVANIA FARMER

which a well-conducted mail survey must meet. The mail survey conducted for the Putman Publishing Company does not meet some of these criteria, such as a 50 to 75 per cent return. This means that the critics of mail surveys conducted a poor mail survey and then proceeded to prove that it was not very good!

DR. PAUL L. ERDOS

Erdos and Morgan Research Service, New York.

Mr. Sawyer suggested that a mail survey which does not bear the approval in respect to methodology of the Advertising Research Foundation should be dropped in the waste basket. While Mr. Sawyer is entitled to his opinion, this is not the opinion of MEDIA/SCOPE, as the ARF is obviously not the sole repository of knowledge in media research.—The Editor.

## FEWER, NOT MORE, AUDITS

This agitation for a single auditing bureau pops up, simmers, and then subsides.

I am very adamant in my belief that what we need is fewer audit bureaus and not more. All advertisers, agencies, and businesspaper publishers should be very much concerned over the threat of a number of auditing organizations which had different standards and different procedures. Such lack of uniformity in auditing practices and procedures and standards would, in my opinion, bring about a more chaotic condition than we have at the present time.

P. H. HUBBARD

President, Reinhold Publishing Corporation, New York.

## UNIT OF PURPOSE

Until I have read the entire speech, I cannot say whether I agree with Bill Marsteller. From quotes out of context I would say his idea is a stimulating challenge. However, a single audit bureau would have to come from a universal demand of advertisers, agencies and media. Such a demand can only come through a better understanding of each other's needs and problems. I am sure that the present audit bureaus are studying ways to improve their service, just as I am sure that advertisers and agencies are not using present audits to their fullest advantage. Continuing studies are in order. But the answer

**Sell to the market  
that's  
SOLD ON  
GOOD GROOMING  
the 3,250,000  
Girl Scout Market**



Girl Scouts are taught early the importance of good grooming as part of the basic Girl Scout program.

- The key to this multi-million dollar market... the prime influence in directing the activities of the 2,500,000 Girl Scouts throughout the country... the Girl Scout Leader.

- These 750,000 adults in Scouting turn to their trade paper, the GIRL SCOUT LEADER Magazine for the new ideas and suggestions they need in their work.

- Join companies like Kimberly-Clark, Toni, Personal Products and Mentholum, and you'll find that the careful scrutiny these opinion leaders give to each page of the GIRL SCOUT LEADER pays off in an alert, responsive audience for your sales message.

Call or write for additional information on reaching this vital market most effectively through the GIRL SCOUT LEADER.



**follow  
the  
LEADER  
and  
go  
places**

**The GIRL SCOUT LEADER**

Published by the Girl Scouts of the U.S.A.  
830 Third Avenue New York 22, N. Y.

may be unit of purpose rather than a single organization.

JOHN VECKLY

Director of advertising division,  
commercial department, United  
States Steel Corporation.

**COMPLETE AUDIT NEEDED**

One of the most pressing needs in advertising is a complete verified audit for paid, free controlled, and bulk circulations among business publications. Nothing available now is sufficiently complete, but I am not too optimistic that all types of publications will be receptive to the sort of data which advertisers should expect.

WILLIAM E. MATTHEWS

Vice president and director of media relations and planning, Young & Rubicam, Inc., New York.

**LOOKS FORWARD TO M/S**

Let me take this opportunity to congratulate you on the quality of your publication. We look forward to receiving it every month.

Your effort to establish media groups in major centers is to be commended, as is your desire to upgrade the status of the media function.

Your articles are most helpful to us, and we hope you continue your good work.

JOSEPH H. NEWMAN

Media director, O. S. Tyson and Company, Inc., New York.

**INTERESTED READER**

Will you please send me a copy of your excellent series by Dr. Starch "An Analysis of 12 Million Inquiries" as soon as it is ready?

There is so much useful material in MEDIA/SCOPE I find difficulty in keeping up with my reading. Keep up the good work.

P. K. STALLWORTHY

Media director, Industrial Advertising Agency Limited, Toronto.

**STARCH SERIES**

I would like to offer my personal thanks to you for having published Daniel Starch's "An Analysis of 12 Million Inquiries." I consider it a very worthwhile contribution to better knowledge of advertising.

H. H. GEDDES

Director, research department,  
R. L. Polk & Co., Detroit.

**MARKETING**  
*at work*  
for **PITT-CONSOL**

A prime example of good marketing\* at work is this well-coordinated campaign—developed by the Pitt-Consol Chemical Co. for their 1959 sales efforts: 240 pages of industrial advertising in 20 publications; a direct mail program; catalog in CHEMICAL MATERIALS CATALOG; cross-referring their CMC catalog in all ads and printed material; sales force efforts thoroughly oriented with all of the above.

**Like a saw  
with all its teeth**

...marketing\* achieves real efficiency only when it is complete. Nothing can be left out without lessening the total effectiveness of the whole campaign. To boost sales of chemicals and raw materials in the CPI markets, always set aside sufficient funds in your marketing\* budget for catalog distribution in CMC.

**CMC penetrates**

the top buying-specifying factors throughout the process industries. It covers the vital research and development audience in over 12,000 plants. In CMC your catalog is bound to serve their reference needs best.

**MARKETING**... a method of developing industrial sales and product acceptance through the coordination of sales strategy — advertising — direct mail — and effective catalog distribution.



**CHEMICAL  
MATERIALS  
CATALOG**

for  
chemicals  
and  
raw  
materials

**REINHOLD PUBLISHING CORP.**  
430 Park Ave., New York 22, N. Y.  
For complete information,  
consult our "tell-all" pages in SRDS





THE "BIG THREE"  
**TIMES**  
 SERVICE WEEKLIES

**PERVADE**



**PERSUADE**



AND

**SELL**

THE

**\$10,523,000,000**  
 MILITARY CONSUMER MARKET

Army Times, Air Force Times and Navy Times command the market-wide, near-saturation readership that is fundamental to volume merchandising. Only the world-spanning TIMES Service Weeklies can establish and build acceptance and demand for your brand throughout the gigantic, global military consumer market—with mass coverage economy and mass coverage impact.

WRITE TODAY FOR COPIES, RATES AND COMPREHENSIVE MARKET INFORMATION

**ARMY TIMES**  
**AIR FORCE TIMES**  
**NAVY TIMES**

(Members: Audit Bureau of Circulations)

The American WEEKEND  
 The Military Market  
 A-N-AF REGISTER

ARMY TIMES PUBLISHING CO.  
 2020 M St., NW • Washington 6, D.C.

U.S. OFFICES: Boston, Chicago, Charleston, S.C., Dallas, Detroit, Honolulu, Los Angeles, Miami, New York, Philadelphia, San Antonio, San Francisco  
 FOREIGN OFFICES: Frankfurt, London, Paris, Rome, Tokyo

## Media/quotes

### NEWSPAPERS AS MEDIA

I shall try to outline some of the reasons why newspapers are the universal medium.

*Newspapers are print.* Written language has always been precious and important to mankind.

*Newspapers are realistic.* While print has an aura of realism, the newspaper possesses this to a far greater extent than magazines, direct mail, or circulars. They have this realistic aura because of news reporting.

*Newspapers are personal.* Each of us has our own private world. There are times when we want to shut out the buzzing, booming confusion of everyday distracting things. The newspaper is one of the common ways of doing this.

*Newspapers are the conveyors of local sanction.* By local sanction, I mean "the sorts of things people do around here." If I lived in the South, I would probably find baking powder biscuits on the table. If I lived in New England, I would probably have pie for breakfast. If I lived in the Northwest I would probably hunt and fish much more than now. Each community has its local customs. The principal source of knowledge about them is the daily newspaper.

*In the newspaper, the reader paces himself.* In the newspaper a reader can pick and choose those things he wishes to read.

*The newspaper is the consumer's greatest communication medium.* We know from our research that people expect—and find—information about most of the things they want to know in the newspaper. Also, the newspaper helps them to decide what is important and unimportant. —DR. HOWARD D. HADLEY, research vice president, Bureau of Advertising, ANPA, before NNPA, Miami.

### CHANGES IN MARKETS

The fear that territorial market measurement will reveal the need for changes in the sales set-up is well-grounded. Revolutionary changes have taken place in the distribution of the industrial market. Using employment as a yardstick, and it's a

fairly good one, today Florida is more important industrially than Rhode Island. More people work in Texas factories than in Connecticut's. Before World War I, New England was about twice as important industrially as the Pacific Coast. But today, more of your sales, and more of your sales machinery, should be on the Coast than in New England, if you sell the broad industrial market.

Let's see what has happened to the market between 1939 and 1959, using manufacturing employment as our measure. The rate of gain has been uneven:

#### PERCENTAGE OF GAINS 1939-1959

Pacific	150%
West South Central	115
Mountain	106
West North Central	81
East South Central	81
South Atlantic	58
East North Central	47
Middle Atlantic	33
New England	16
UNITED STATES	53%

—ARTHUR H. DIX, vice president, in charge of research, Conover-Matt Publications, Inc., before AMA, N. Y.

### INTEGRATED MARKETING

Marketing is not just a matter of setting up the proper organization—marketing is a matter of cooperation and coordination—of working together for a common purpose, the satisfied buyer. Maybe the word *integrated* is used just to show that business today can't have any Jim Crow cars where the engineering and manufacturing people sit in one part and the selling organization sits in the other, where sales sits on one side and advertising sits on another or, for that matter, where the buyer sits in one end of the car and the seller in the other. Modern integrated marketing means *togetherness*. It is like a quartet or a chorus, to achieve the proper result everybody must be in tune. Advertising must sing the same song as sales, sales must sing the same tune as research. And the whole gang must produce music that will please the audience, the good old



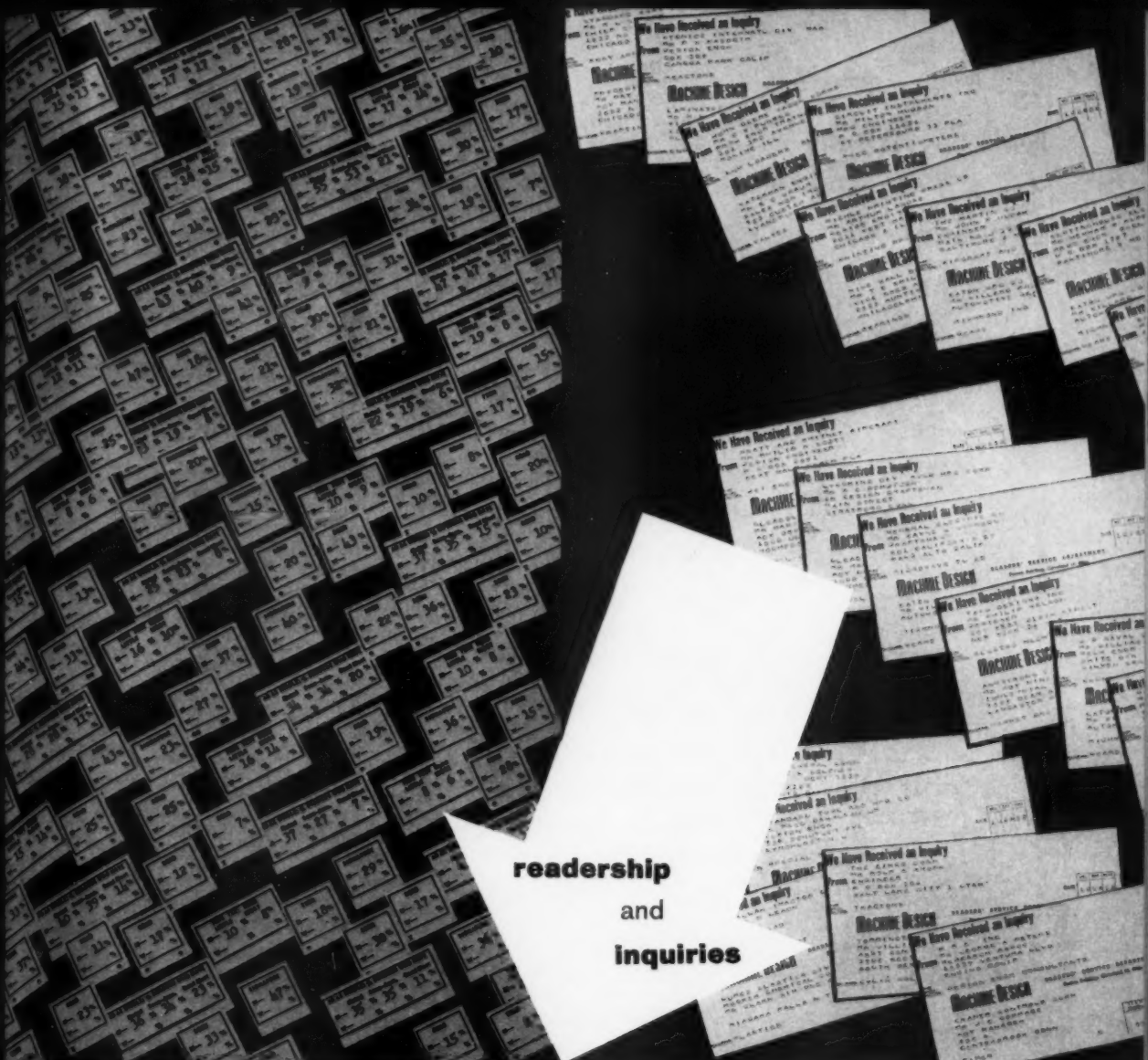
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readership  
and  
inquiries

\*

## your advertising delivers both in MACHINE DESIGN


Only a few out-and-out "inquiry books" can match MACHINE DESIGN's inquiry-pulling power. And no other design magazine attracts as many engineer-readers, or wins so much of their reading time.

MACHINE DESIGN is for you, if you won't settle for less than tangible, measurable advertising results.

And this year, when managements are suspicious of anything that can't prove it's paying its own way, is an especially good year to run a full schedule in MACHINE DESIGN.

*\*Starch Readership Studies are available on thirteen issues of Machine Design.*

# MACHINE DESIGN

a  publication  
Penton Building / Cleveland 13, Ohio

*Detroit's doing great...*

## HOW ARE YOU DOING IN DETROIT

Are YOUR product  
sales keeping pace with  
Detroit's resurging business?

- Detroit's Department Store sales volume is at an all-time high—18% ahead of a year ago for the first 6 months of 1959 and making even greater gains each week!

- Detroit's Department Stores place more advertising in The Detroit News than in both other Detroit newspapers combined!



*Circulation of The Detroit News is highest in its history and the largest of any Michigan newspaper. In the S.M.A., where 98% of Detroit's retail business is done and 3,840,000 Detroiters live, The News outsells the second paper by 125,000 weekdays and 212,000 Sunday!*

## The Detroit News

New York Office . . . Suite 1237, 60 E. 42nd St.  
Pacific Office . . . 785 Market St., San Francisco

Chicago Office . . . 435 N. Michigan Ave., Tribune Tower  
Miami Beach . . . The Leonard Co., 311 Lincoln Road

475,873 weekdays  
596,884 Sunday  
ABC 3-31-59

Media/scope, August, 1959

customer. The soloist's only usefulness is to emphasize the over-all harmony.

I also like to believe that in this picture, the advertising or sales promotion man can be the integrator—the catalyst—the fellow who gets the group together and puts them in tune with each other. You've probably heard it said that communications is one of the biggest unsolved problems in American business. As advertising and promotion men, we should be the most skilled in the art of communication—to bring together in a communicable society a group of people actuated by what should be a common purpose.—G. HERBERT PFEIFER, manager of sales promotion and advertising, Chain Belt Company, Milwaukee, before National Industrial Advertisers Assn., San Francisco.

#### TV COLOR GOAL

Let's look where advertisers are spending their dollars now, because they have color available to them.

**Magazines.** Just within the top 100 national advertisers, 56 per cent of the \$259 million, or \$145 million, was spent in color in 1958. From the automobile and food advertiser category, \$50 million was spent in color alone. Our rightful share of the color expenditures of the top 100 advertisers surely is 20 per cent, or \$29 million. As "Magazines" and "Select-a-Markets" attempt to bolster a faltering medium, station management must realize that this magazine competition could keep dollars we could use more effectively for the advertiser. If we can eliminate this color franchise that the magazines now control, we can eliminate a desperate competitor whose only advantage to the advertiser is color.

Let's not spend much time on billboards, but they walked away with \$63 million from the top 100 advertisers, and certainly we deserve a good percentage of these dollars—20 per cent—\$12 million.

Our major competitors, *newspapers*, in 1958 were offering advertisers a total daily circulation of more than 57 million, of which 77 per cent was available with color. Their total color lineage amounted to 122 million—an increase of 8 million lines in 1958 over 1957. My estimate of these dollars is \$100 million. Can we get one-quarter or \$25 million? I think



## anyone For Statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

**In the morning, WBT's audience lead over its nearest competitor is 92%.\***

**In the afternoon, WBT's audience lead over its nearest competitor is 69%.\***

**At night, WBT's audience lead over its nearest competitor is 123%.\***

**Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.**

\*Pulse 25 county area March 1959

# WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES  
JEFFERSON STANDARD BROADCASTING COMPANY



**Read**  
for one purpose  
only...



# PRODUCT INFOR- MATION

What better place . . .  
What better timing . . .  
for your  
PRODUCT ADVERTISING  
in today's  
changing markets?

Details? Send for 26-piece  
complete Data File Folder.

**P.S.** Reaches 73,003 product  
selectors in the 40,092 most  
active, best rated plants,  
for \$185-\$195 per month.

**Industrial Equipment News**  
THOMAS PUBLISHING COMPANY  
461 Eighth Avenue, New York 1, N.Y.  
Affiliated with Thomas Register  
**PRODUCT INFORMATION HEADQUARTERS**

so. From the three competing media —not counting on growth of advertising budgets, I'm only \$4 million short of my \$70 million color goal.

If we allow the major retailers in the department store and super market category to tool themselves for newspaper color instead of television color, we will have to wait many generations before something new can be developed to compete with the newspaper franchise now so strongly held in black and white. —NORMAN E. CASH, president, Television Bureau of Advertising, Inc., before Color Promotion Conference, N. Y.

## MEDIA COVERAGE AREAS

Marketing is a critical function in today's competitive economy, a major determinant of business success or failure. To attain full marketing efficiency, sales effort must be correlated with advertising effort, and both must be proportioned to sales potential.

This correlation cannot be achieved, as a rule, by trying to match media with standard metropolitan areas or sales districts or any other area defined for administrative reasons.

Media coverage areas rarely if ever coincide with sales or similar districts, and there is no way to force the two into correspondence. For any given medium, the audience and coverage area must be considered as constants in any sales-advertising equation. They cannot be altered or adjusted to correspond with some other geographical definition.

Sales effort, on the other hand, can be adjusted to correspond in timing as well as scope with any given advertising program. Thus, the most effective approach to the problem of sales and advertising correlation is to begin with the constants in the equation—the media coverage areas—and adjust sales and merchandising effort to correspond. —ALAN S. DONNAHOE, vice president, Richmond Newspapers, Inc., in introduction to "Metropolitan Daily Newspaper Market Data—1959."

## THE PURCHASE PROCESS

Let's look at purchase conceived as a process: the development of interest in a product; setting off of shopping behavior; modifying attitudes;

exerting pressure for re-purchase. If we know more about purchase as a process, we will be in a better position to understand where marketing, advertising and media fit.

In our media dynamics study we did some exploration which suggests rather sharply that people use advertising in each medium differently in relation to the various stages of the purchase process. Apparently because of the way people use media and the values they take, advertising in certain media appears to be more effective in developing original interest in a product or service. Or again, television advertising seems to have a broader range of application in relation to the different stages of purchase, than do the other media. Here again we have another avenue for viewing media selectivity—an aspect which deserves much more research. —DR. LEON ARONS, vice president, research, Television Bureau of Advertising, before American Marketing Assn., Cleveland.

## RESEARCH FOR ADVERTISERS

The difficulty with a great deal of readership research, today, is that it falls into two categories. One is that type of research which is used by a publisher to sell space in his publication, and the other, which he keeps under his hat, is to use in improving the editorial content.

The vast majority of that material which is developed to "sell" a publication is based on one type or another of nose-counting. That is, the research ends with figures, either percentages or raw numbers. . . .

The advertiser would like to know whether the average reader reads every single issue or every other issue. He would like to know whether the reader turns to specific sections of the book, reads those and then closes it, or whether he browses through the entire issue including advertising as well as editorial matter. The advertiser would like to know whether the reader "depends" upon that publication, so that he really makes an effort to read it, or whether he merely leafs through it and discards it quickly, or sets it aside to read if and when he has any time.—DR. JOSEPH E. BACHELDER, director, Industrial Advertising Research Institute, before National Business Publications, Inc., Phoenix.



## SOMETHING MISSING



## ... LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying power of more than \$3 billion
- ✓ Value of farm products exceeds 44 of 50 states
- ✓ Not covered by San Francisco or Los Angeles newspapers

Like a thriving state in itself is California's inland valley, a rich area completely apart from the seaside. To get a newspaper message into this market you need the Bees . . . the newspapers that go home.

*Data source: Sales Management's 1959 Survey of Buying Power*

## McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.



**M. L. STEVENSON, Seattle**  
representing  
**HEUBLEIN INC., DISTILLERS**



**"Tacoma market demands complete and separate coverage..."** "A very large proportion of our products are consumed in the Tacoma Market," Mr. Stevenson says. "That area requires separate newspaper promotion and we've found that Seattle newspapers do not fill the bill. Therefore our products are consistently advertised in the Tacoma News Tribune."



#### **Think Twice About Tacoma**

Any way you look at it, Tacoma is an "A-Schedule" market • Only the News Tribune provides intensive coverage in the rich Tacoma market. Circulation of the News Tribune is now nearly 85,000.

### **TACOMA NEWS TRIBUNE**

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**  
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

## QUESTION:

*If you make a practice of visiting broadcast stations whose time you buy, what do you gain from such visits?*

EDWARD RATNER, account executive, Grey Advertising Agency, Inc.—When affiliated with another agency, I visited one station for Lincoln Logs, a toy account. While there, I noticed that guided tours were conducted right past some large glass display cases set up in the studio lobby. So



I arranged for a display of Lincoln Log cabins. Tens of thousands of visitors see this display case every year. At the same time, we were planning a contest for youngsters. I noted that this station was situated on the outskirts of the city, and, accordingly, requested the station to provide bus transportation for contestants and their parents. If I had not seen this station, I would never know what conditions to take advantage of.

MILTON E. STANSON, executive producer, Hicks & Greist, Inc.—Station visits are valuable in handling participation announcements on a number of children's shows in as many markets. While the product may be the same, each show has a different format. And each of the personalities



doing the pitching differs in delivery. Only by working intimately with these varied personalities are we able to use the image projected by each most effectively. Again, advertisers are becoming more aware of the sales pull of children's shows, and openings are few. Sponsors stand in line for them in many markets. Because we're there, and know the station talent and executives personally, we are often appraised of these choice availabilities

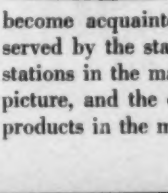
as they are being conceived. Although all orders are placed through the stations' representatives, we can often arrange to have a client sign up for a show before it goes on the air.

D. WILLIAM SILVERSTEIN, advertising manager, Aurora Plastics Corp., West Hempstead, N. Y.—The only station visiting I've done has been here in the local New York area. But there are definite benefits in meeting the station manager, producers, and especially the personalities on shows in



which you have participation. On such a program, the personality who is really familiar with a product can give a more meaningful introduction or follow-up to your announcements. This can mean stretching a 60-second commercial, which is all you pay for, into what amounts to several minutes of product information.

MARCELLEE SANDERS FULLER, media buyer, Guild, Bascom & Bonfigli, Inc., San Francisco.—We do not make a practice of visiting stations. However, I believe there is much to be gained by such visits. It is most advantageous to know station management personnel, and important to see that stations are operated more efficiently, and that equipment is not obsolete. The most important advantage is to



become acquainted with the market served by the station, to check other stations in the market, the marketing picture, and the distribution of your products in the market.

## USEFUL FACTS ABOUT

## PLAYBOY

the magazine with proven impact in the top-quality young male market

### EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—890,357 ABC 12/31/58

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 8 mos. aver. 757,988. In addition, Playboy has 132,369 regular subscribers. Total monthly circ. 890,357 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

### CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

#### AGE

28.6 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

#### INCOME

\$7,036 is the median income of the Playboy household. Highest figure reported by Starch for any men's book.

#### MARITAL STATUS

34.0% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

#### URBANITY

72.2% of all Playboy households are located in the 168 major metropolitan areas. This figure exceeded only by The New Yorker and newspaper supplements.

#### APPAREL

29.9% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

#### PHOTOGRAPHY

65.2% of all Playboy male readers took still pictures in the past 12 months. 46.1% used flash bulbs. 30.5% have an exposure meter. Each of these figures is higher than that reported for any other men's magazine in Starch Report.

#### TRAVEL

24.0% of Playboy households spent over \$200 on business travel during past 12 months. 37.1% spent over \$200 on vacation travel.

#### AUTOMOBILES

56.6% of all Playboy households bought an automobile during the past 12 months. 6.1% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any magazine.

#### TOBACCO

77.8% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

#### LIQUOR

85.3% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also let on beer—79.5% and whiskey—76.0%.

#### INSURANCE

24.4% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

#### HOUSEWARES

A larger percentage of Playboy families bought new automatic washing machines, electric coffee makers, fans, steam irons, toasters, television sets and radios during the past 12 months than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

### RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "... the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!"

The Health Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/4 page ads in Playboy have produced 16,300 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

## PLAYBOY

232 E. Ohio/Chicago/MI 2-1000  
720 Fifth Avenue/New York/Ct 5-2630



## Men of the Month in Media

### ABP's Chairman Stresses Product Improvement

If anyone has earned the designation, "an editor's publisher," it is Philip D. Allen, new chairman of the board, Associated Business Publications, Inc. Constant publication improvement is his byword, and he starts with the editorial phase of the product. His editors are encouraged to use all possible tools at their disposal in seeking ways to achieve clear and dramatic presentation, faster reading and better writing. He ac-



Philip D. Allen

tively assists them, not only with his lively interest but also with helpful research.

Thus, he is meeting two of the prime requirements for an industrial business paper publisher today: (a) a keen awareness of the increased advertiser and reader interest in the editorial product, and (b) a knowledge of the tools which must be used to maintain and improve it.

This is the type of thinking which Mr. Allen will bring to his leadership task in ABP this year. He has served a varied apprenticeship in the many activities of that organization through the years, with particular emphasis on the educational aspects.

He is also a recent past-president of the Chicago Business Publications Association.

In charge of all U. S. operations for Maclean-Hunter Publishing Corporation—president of the American company—Mr. Allen makes his headquarters in Chicago. Under his aegis are *The American and Inland Printer*

and *Lithographer*, *Rock Products*, and *Concrete Products*.

Before that he was a partner in Allen and Rutherford, publishers representatives; western manager for McGraw-Hill Publishing Company, Inc., coming from Walworth Manufacturing Company.

Mr. Allen's avocation is an intense interest in education for young people in high schools and colleges and universities. Frequently a lecturer at educational institutions, he carries this activity into his business life. He has done much to bridge the gap between college courses on one hand and practical experience on the other where business journalism, industrial advertising, and marketing are concerned. Significantly, he has served as chairman of the international education committee, National Industrial Advertisers Association, and as a member ABP's educational committee.

There is little doubt that product improvement and education will be two keystones during Mr. Allen's tenure as chairman of ABP.

### Versatility Is Hallmark Of OAAA's New Leader

Friendly, quiet-spoken George L. Knapp, Jr., is an outstanding example of the advertising executive who serves his business, his field, and his community equally well. He provides leadership in all three.

Just how well was demonstrated recently at the 61st annual convention, Outdoor Advertising Association of America.

... He was given the Myles Standish Award for Distinguished Service to Outdoor Advertising in 1958.

... He was elected president of OAAA for this coming term.

The Myles Standish award, which was established in 1954, is given each year to the person whose efforts have resulted in contributions of greatest value to the industry. Mr. Knapp received this for furthering public understanding of outdoor advertising problems.

His presidency of OAAA came as a result of many leadership activities in the association itself. He is a

director of Outdoor Advertising, Inc.

Behind all this is service to his state and community as well. He is a member of the Oklahoma Wildlife Conservation Commission, as befits an active outdoors man. He is a past president of the Tulsa chapter and the Oklahoma division, Izaak Walton League of America.

In Tulsa, where he makes his home, he is a director of the Associated Industries of Oklahoma, the Tulsa Better Business Bureau, the Tulsa Farmer & Merchants State Bank—and also a past president of the Tulsa Executives Association.

Businesswise, he is a partner of Knapp Advertising Company, which operates in Tulsa, Okmulgee, Muskogee, and Ponca City in Oklahoma, and in Arkansas City, Kansas. He is treasurer of Knapp Advertising Com-



George L. Knapp, Jr.

pany, Inc., which operates in Norman, Ardmore, Edid, and Chickasha, Oklahoma.

He has a great interest in legislative activities, which have kept OAAA busily occupied on both state and Washington levels the last few years.

The increased interest of the association in more and better research is reflected by Mr. Knapp, who is a strong advocate of all activities to make outdoor an easier medium to buy. With OAAA now embarked on an ambitious nationwide program to do just this—obviously a counter-measure to the regionalization trend in media, particularly magazines—Mr. Knapp is in a strategic position to push this program vigorously.



In Solid Cincinnati...

# LOOK WHO'S PULLING AWAY...



## in Retail Display Linage

The Daily Enquirer now ahead of the Post-Times-Star, 10 months after merger of the afternoon papers. Even more significant: The Enquirer is steadily increasing this lead month after month.

## in Total Advertising

The Daily Enquirer now leads, after the same 10 months, by 2,500,000\* lines. With steadily bigger gains, month after month.

## in Classified Advertising

The Daily Enquirer publishes 63% of the classified advertising carried by dailies in the market . . . almost twice as much as the Post-Times-Star.

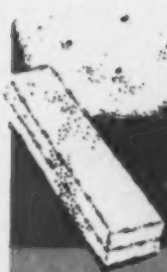
A PARTICIPATING NEWSPAPER



You're in SOLID in Solid Cincinnati when you're in the Cincinnati Enquirer. Ask The Enquirer's Research Department or Moloney, Regan & Schmitt, Inc. for a copy of The Enquirer's "Better Meals" total selling plan.

\*Figure covers August 1958 through May 1959. Does not include the dominant Sunday Enquirer.

Solid Cincinnati reads the **CINCINNATI ENQUIRER**



**27,008,000 SNACKS EACH DAY**

# *Family Weekly*

There are 4,661,252 good reasons a week for FAMILY WEEKLY's outstanding success in producing sales for its food product advertisers. In America's mighty middle markets, FAMILY WEEKLY concentrates on families who buy more food for home consumption. They prepare and serve more lunches and meals at home. It would require 27,008,000 servings each day to provide each person in FAMILY WEEKLY's 555-county coverage area with a between-meals snack.

In this giant super market of sales (where its coverage is 20% or more) FAMILY WEEKLY reaches an average of SIX out of every ten families. ONE dollar out of every \$6.85 spent in all U. S. food stores is spent in FAMILY WEEKLY's action market.

Grocers in FAMILY WEEKLY's market whose annual

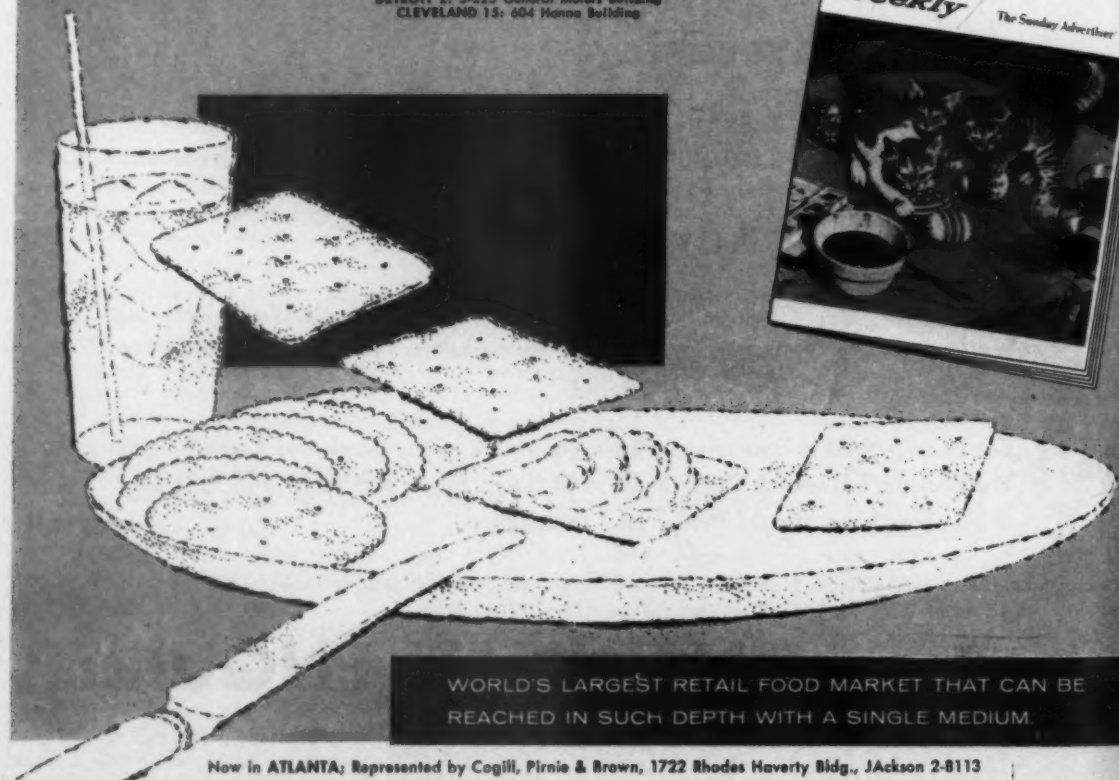
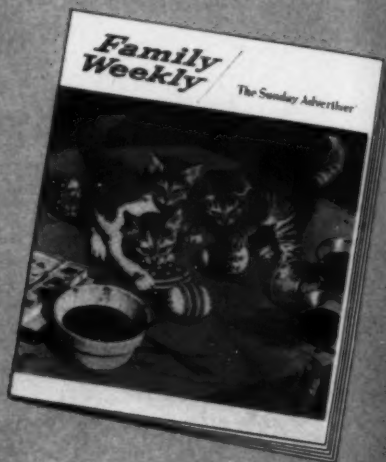
food store sales total a whopping \$7,375,423,000 know the importance of FAMILY WEEKLY's full-color recipe pages in sparking sales. They know advertising in FAMILY WEEKLY reaches practically all of their best customers, more than they can expect any other magazine or network TV program to reach, and they are quick to support it with important tie-in advertising and store promotion.

You can sell over 4.6 million food-conscious families in 183 important middle markets with your product story in FAMILY WEEKLY. Alone, or in combination with other Sunday magazines, FAMILY WEEKLY adds a major segment of the U. S. market to your coverage picture. Ask your FAMILY WEEKLY representative for the full story.

## **FAMILY WEEKLY MAGAZINE, Inc.**

Leonard S. Davidow, Publisher  
183 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue  
DETROIT 2: 3-223 General Motors Building  
CLEVELAND 15: 604 Hanna Building



WORLD'S LARGEST RETAIL FOOD MARKET THAT CAN BE REACHED IN SUCH DEPTH WITH A SINGLE MEDIUM.

Now in ATLANTA; Represented by Cogill, Pirnie & Brown, 1722 Rhodes Haverly Bldg., Jackson 2-8113



ERIC SEVEREID, CBS commentator, talks over Monsanto's corporate advertising TV program with Mr. Farrell (right).

## Why Monsanto Digs Deep Into Media Decisions

*Company giving more attention than ever before to four phases:*

*1. Planning, 2. Research, 3. Evaluation, 4. Selection.*

*Marketing provides the starting point, advertising research the guideposts.*

Interview with William R. Farrell  
Director of Advertising *Monsanto Chemical Company*

**F**OUR MEDIA ACTIVITIES are commanding an increasing amount of attention at Monsanto these days: *planning, research, evaluation, and selection.* This is not by choice alone. So many changes are taking place in all media today that, to do his job properly, the company advertising executive must know almost as much about media and media selection as the agency which makes the recommendations.

"We are finding that *now* the whole media function is as important to us as are copy and art," says William R.

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*Mr. Farrell was associated for ten years with A. C. Nielsen Company as vice president. From there he was vice president of Benton & Bowles; partner in Kastor, Farrell, Chesley and Clifford; and first vice president, Ward Wheelock Company. He joined Monsanto in 1955.*

Farrell, director of advertising for this huge and diverse pace-setting industrial concern. Naturally, there are many reasons for this situation:

To us, six seem to stand out.

1. *Today we have more media-buying decisions to make than in past years, among media and within media.* There are not only more types of media, but also more advertising vehicles within these groups. For instance, there's television, which has brought a new, vital, and expensive element into the entire media area. In all media we are finding a need for more research, and we have more programs for reaching the markets we want.

2. *We are selling more products.* In fact, at Monsanto we are advertising about ten times more products this year than we did ten years ago.

3. *Because we are selling many products, and because media are changing so rapidly, we must be extremely*

**CORPORATE ADVERTISING** is illustrated with this example that appeared in *Time*, *Newsweek*, *U.S. News & World Report*.

Advertising originates, as expected, on the product and divisional levels. Each divisional advertising manager, also responsible for sales promotion, reports to the director of marketing of his division. It's a line relationship.

### Step 10—Objectives of campaign and planned action.





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MONSANTO

ORGANIC - PLASTICS

Hall of Chemistry

MONSANTO represents the chemical industry exclusively at Disneyland in California. The company's Hall of Chemistry there has been visited by 10,255,000 persons since its opening in June 1955.

including philosophy and facts on which the proposed action is based.

Step 11—Detailed breakdown of advertising funds needed.

(As a separate item at the end of this complete presentation is an outline of manpower requirements, if such is needed.)

"Only the advertising people participate in media planning and selection," stresses Mr. Farrell. "However, this phase is subject to review by top management.

"The executive committee of the company approves overall expenditures and, more specifically, selection of media for the corporate advertising program. The advertising director presents the corporate program to the committee. Thus far, he has always received approval of his media selections.

"In the operating divisions, such as Plastics or Inorganic, the product sales manager usually consults with the divisional advertising man on media selection. He never dictates selection but usually he is a party to that selection.

#### Variety of Media Used

"The variety of media used is significant. For instance, Monsanto is in 162 different business, general and farm publications in 1959. The breakdown by divisions is:

Inorganic .....	47
Lion Oil .....	5
Organic .....	66
Overseas .....	29
Plastics .....	44
Corporate .....	5

"We have *Conquest* for our corporate effort on CBS-TV, and plan to renew it in October. Our Organic and Inorganic divisions buy TV spots, newspapers, and farm papers for promoting their lines of farm chemicals. Lion Oil sells gasoline at retail, primarily in the Southwest, mostly using TV spots, newspapers, and radio. In other words, in our various divisions, almost every type of advertising is employed to sell our products. This includes magazines, business papers, TV and radio spots, news-



THE HOME OF THE FUTURE was opened in June 1957, and has been visited by 3,530,000. Both exhibits are in the Tomorrowland section of the famed amusement center.

papers, direct mail, sectional and regional publications, billboards, trade shows, catalogs, and directories.

"The key to our media-buying decisions can be found in the marketing needs for each product and, overall, in each product's relationship to the company's entire marketing program."

Mr. Farrell says that personnel in the divisional advertising departments are not specifically charged with media and media-buying activities. This is and must be, in his opinion, a function of the divisional advertising manager. In turn, he delegates this responsibility to the assistant advertising managers in charge of the products. Obviously, the divisional advertising manager approves the media selections for each product.

It is the agency's responsibility, in each product instance, to make the media recommendations. In fact, each agency is also furnished with the 11-step form for each product. This they must use.

"But our advertising people must have at least as much knowledge, with regard to media," Mr. Farrell points out, "as the agency. They must be able to evaluate the agency's media recommendations.

"We want an aggressive, creative effort by the agency's media department. The initiative must come from that source, and the more of this the better. Both the agency and our advertising department approach media selection from the marketing base established beforehand."

The advertising program for the product and corporate efforts are developed on an annual basis. The advertising agencies come up with complete programs. Gardner Advertising Co., St. Louis, handles the Corporate, Inorganic, and Organic; French & Shields, Inc., St. Louis, the Lion Oil division; Needham, Louis and Brorby, New York, Plastics; Gotham-Vladimir, New York, Overseas.

Mr. Farrell develops the corporate advertising program along with William B. Toulouse, who heads that activity. Corporate objectives are determined and established with the aid of considerable research (media included). As with the product programs, advertising objectives are determined by the advertising and sales personnel of the company. Mr. Farrell exercises a strong influence on media-

(Monarch, N. D.; Shubla, Ala., respectively) now MON 6-2 would not exist. For you it means no more delays or lost working days...no more clipped spreadsheets...no more postpones due to half-closed accounts or late deliveries.

By using the "why" approach, many changes have

Monsanto provides a "Who's Who in Monsanto Adver-

tising," which is a guide for media representatives. In addition to providing hints for making contacts with company and agency persons, a five-point buying pattern is outlined in the booklet:

1. Monsanto's advertising schedules are made up once a year for the succeeding calendar year.
2. Although the company is constantly studying and analyzing media, the actual budget-building time is during July and August. September is reserved for approval of the budget. October 1 is the deadline for closing the budget.
3. Schedules are built from the division upward. Media representatives are expected to learn what division, or divisions their particular publications serve. The best approach is to see the agency media director or the account executive first. Then, if desirable, the proper divisional advertising man should be contacted.
4. National advertising media used for company-wide advertising are primarily the responsibility of the corporate advertising manager and the agency's account executive.
5. A media decision is never made by one man alone, although the company depends upon the agency account personnel for guidance. The final schedules are a composite of the thinking of company and agency people, all operating within the policy and cost limits set by the divisions and the director of advertising.

Since Mr. Farrell is concerned more with policy and coordination, he does not see so many media representatives as the divisional and product advertising managers. He does have three criteria for talking with media representatives:

- When he feels that he does not know so much about a publication or medium as he should.
- When he has never met the representative before.
- If an interesting and significant presentation is indicated.

"We like the media salesmen to think in terms of Monsanto, not their particular publication or station. Usually they spend too much time on the medium they are representing and not enough on why we should buy. We need information which helps us to make decisions.

"Often we teach media salesmen how to sell to us, especially the younger ones, by asking questions and requesting data."

### Media Selection

Of one thing Mr. Farrell is very sure: Media selection will never become automatic, despite the increased use of electronic devices in accumulating and dispensing data.

"Human instinct, judgment, and courage must always play a part in media selection, just as those same qualities will play a part in advertising overall. As we progress we will always have more information on which to base our media-buying decisions, but facts alone can never make those decisions for us."

## Look's Challenge To Television

*Look's* new study of the household penetration by three major magazines (*Look*, *Life*, *Saturday Evening Post*) is interesting for more than the objective results.

The publishers of *Look* (through Audits & Surveys, which conducted the study) have joined issue with television by measuring households, as television does, rather than individuals, as print media traditionally have done. In doing so, *Look* deliberately defies a strong body of research opinion which holds that individuals should be the subject of fundamental media measurement, print or broadcast.

Magazine household audience, by the way, is not a new measurement. It dates at least from Alfred Politz' "Study of the Household Accumulative Audience of *Life*," which was published in 1952. Nevertheless, *Look* has succeeded in making an old measurement seem new by inviting direct and unequivocal comparison with television. *Look's* definition of households, by the way, is predicated on one member of a household 10 years old or more looking into the magazine once. If the Politz criterion of 20 years or older were used, each magazine studied would be credited with about one million fewer households.

*Look* has not only set its household audience against TV's total audience measurement, but, through an exposure study, the magazine believes it has a measurement at least roughly comparable with television's *average audience concept*, which measures minute-by-minute audience levels. *Look* has measured the total number of households in which at least one person saw an average page. The findings: some 89 per cent of *Look's* household audience is exposed to a page.

This exposure survey differs from the *Saturday Evening Post* page exposure measurement, developed by Alfred Politz, in two critical particulars. First, the percentage of households credited with opening the average page is 5 or 6 per cent higher than the percentage of individuals opening the average page if the study had been conducted on that basis.

Second, Politz asked his sample subjects only whether they had seen a particular page "yesterday." But any particular "yesterday" during the field work turned up some 70 per cent of the respondents who saw the average page. With this technique, it was not possible to determine how many persons in the total audience saw a page, since it would have been necessary to ask the question of the whole sample at the end of the issue's life.

This is exactly what Audits & Surveys has done for *Look*, and it is significant to note that *Look's* figure is very close to the 85 per cent exposure researchers have estimated, through reasoning, that the *Post* affords.

*Look's* direct challenge to television measurements should be of interest to buyers of media.



# Here's Where Print and Broadcast Can Be Compared

By Dr. Darrell B. Lucas



*A scrutiny of those measurements of the two major media fields which seem validly comparable.*

**F**OR MOST NATIONAL ADVERTISING investments, even the best media buyer still must do a lot of guessing, despite research advances which had their beginning 45 years ago. At that time, the Audit Bureau of Circulations began to supply audits of how many people buy publications.

In a sense, the beginning of measurement contained the seed of today's complexity. For example, when radio came along a decade after the ABC, there wasn't anything in broadcasting to compare with an audit.

In 1938, *Life* began to count how many and what sorts of persons actually looked into weekly magazines. But *Life* didn't demonstrate whether they looked at the advertisements. And, again, there was no direct way of comparing magazine audience with available data on radio. Finally, a few years ago, television came upon us. With individual program costs running into millions, the need for meaningful comparisons has become even more acute.

It is interesting to observe that each new media measurement not only raises new questions, but also stimulates a certain resistance on the part of the very men it is designed to help. For instance, one thing about magazine audience figures which bothered media buyers was their size. Soon the derisive term *nose-counting* was invented, despite the fact that for every human nose there is a soul—and also a stomach. Then came the second defensive maneuver, in which audiences were referred to as *the numbers game*.

What must be understood, however, is that all of these are aimed at carrying us closer to a measure-

ment of media values. Media values are mostly dependent on productivity in sales. And sales are dollars and profits. No one objects to a numbers game when the numbers are profit dollars.

If all media investments could be appraised in terms of resulting sales or profits, the problems of space and time selection would be much simpler, especially when selection involves such obviously different media as publications and broadcasting. That is why *sales* are put at the top of the accompanying diagram.

The national advertiser has the whole population to work on. While he doesn't expect any medium or combination of media to sell all people, he would like to know the sales value of the media available to him. But this is exactly what the advertiser does not know. He only has a few guideposts along the way—rather vague and elastic ones. Nor do most of them permit direct comparison between media, even when accurate data are available.

In the absence of direct sales evidence, the great need is for some measurable point where any two media—and especially widely different media—can be compared.

The purpose of the diagram is to show the chief points at which media data are now available, and to indicate the degree of comparability at each stage. The base population, of course, is the same for all media. Presently it is roughly 175 million according to the United States Bureau of the Census (which is also in the *nose-counting* business). Now, let's proceed to prune some segments of that great potential and narrow down to a more practical measure of media potential.

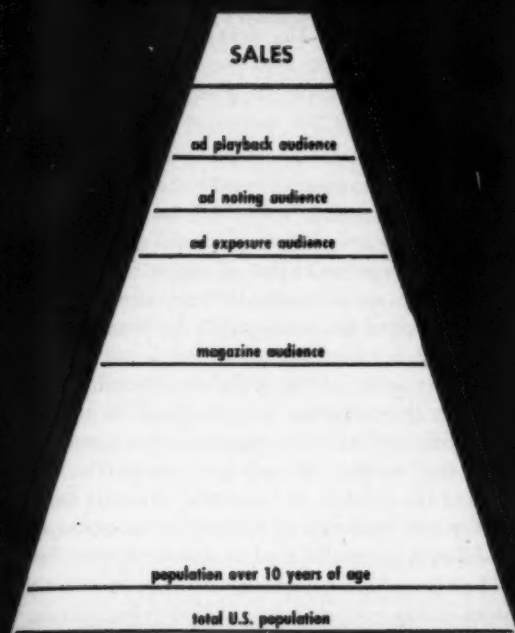
The magazine publishers casually drop the youngsters under 10 years of age. That reduces the figure to some 130 million. Incidentally, the 10-and-older cutoff on media measures doesn't satisfy the television people, and with some reason. Have you ever listened to the playback from free loaders on the shopping carts in supermarkets?

This sub-10 influence on buying is a form of word-of-

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*Dr. Lucas is chairman of the Department of Marketing in the School of Commerce of New York University. He also serves as consultant to BBDO. He recently retired after 15 years as technical director of the Advertising Research Foundation. In that capacity, he served on the Audience Concepts Committee, which may issue a report on inter-media evaluation at a later date. This article is solely an expression of the author's views, although he recognizes the influence of the committee's discussions.*





THIS DIAGRAM shows the chief points at which media data can be compared validly in the advertiser's attempt to choose the medium which will produce the most sales. The starting point (base of triangle) is the potential of total U. S. population. The triangle narrows as it approaches the apex, since each successive measurement refines



that potential in an increasingly precise way. There are recognized comparable measurements at two levels (solid lines connecting triangles), a probable comparison at the advertising exposure audience level (wavy connecting line), and a doubtful comparison at the magazine audience-sets in use level (dotted connecting line).

mouth advertising. To ignore word-of-mouth influence may be more unfair to one medium than to another. **This is one of the problems in media research which makes it unlikely that research will ever give the final answer. There are other limitations, too, (See list on page 36).**

Early in network advertising it was obvious that direct communication could be addressed only to those people living in areas with adequate signal strength. Within these areas the only homes where people could listen were those which had radio sets. Thus the potential audience was reduced to the population of set-owning homes in areas with adequate signal from the particular network. This was a useful concept, although radio had to wait for the U. S. Census of 1950 to obtain reliable data on homes owning sets. Nevertheless, while signal area data are useful in comparing networks, they have little relation to any measured dimension of publication advertising.

The primary signal areas of the four leading radio networks, as with present day television networks, differed in size and in population. Networks differed also in the popularity of their programs. Furthermore, the potential of any one network is limited by the fact that broadcasts are instantaneous, and the audience must be shared with

other networks. On the other hand, listeners and viewers are dial shoppers, and may get around to several networks in the course of a week. However, it gives little assurance to any particular sponsor to know that part of the network coverage is tuned in on days of the week other than the one he has bought.

Late in the 1930's, some crude estimates of network coverage were developed. Evening network coverage was said to include all families in which someone listened to the particular network at least once or twice a week. The result was an enormous potential, smaller than the eligible population to be sure, but big in relation to the oncoming magazine audience measures.

Magazine audience research (the *Life Continuing Study of 1938* mentioned above) brought advertisers two steps closer to an evaluation of their own magazine investments. This research was the first acceptable survey designed to produce media audience estimates projectible to the eligible population. Such a step was extremely important in competing with pyramided figures of all sorts. Second, the audiences of magazines offered advertisers for the first time explicit information on the potential reach of specific media properties in which they were investing. It seems much more likely

### What This Article Does NOT Discuss

The problems of intermedia comparisons are so complex and far-reaching that certain important areas must be put aside for fuller treatment at another time. Here are some of the points which must wait their turn:

- The variations in word-of-mouth influence attributable to different advertising media.
- The relative ability of media to add an advertising asset through simultaneous communication with people in groups or families.
- The evaluation of repeat media or advertising exposures.
- The assessment in network broadcasting of the factor of good-will rubbing off from the program.
- The evaluation of such qualitative factors as media setting or atmosphere, editorial climate, transferred influence.

that a particular advertisement would reach readers of a particular issue of *Life* than that a single network program commercial would reach an equal share of all of the vastly bigger potential indicated by the coverage estimates of some networks.

Most magazines have been loath to compare their audiences with network coverage estimates. But, oddly enough, they have been willing to compare with broadcast program ratings, despite the fact that such comparisons change the logic of advertising prospects a good deal. It is, after all, more likely that the members of a specific program audience will get an advertising impression from one or two exclusive sponsors, than that each person in the magazine audience will be impressed by all of the myriad advertisements. Thus, the concept of magazine audiences and the concept of either network coverage or program ratings are too disparate to be safely compared.

Comparisons between magazines and broadcast networks have sometimes been made through sets-in-use data. The audience of a specific magazine has been compared with the total audience of television (or radio) sets-in-use in a particular time period. This may be a "fairer" comparison, but it is not very logical. Competing networks, obviously, are mutually exclusive at any given instant. By contrast, the competing advertisers in a magazine issue may all get their turn. In fact, the magazine may take the reader back to the advertisement repeatedly and over a period of weeks or months.

### More and Better Data

One further restraint at this stage is the fact that accurate data are available on very few media. Many magazines have produced no audience data, and nearly all such data that do exist are produced by the medium which stands to win. On the other hand, measures of the number of individuals in network program audiences, while widely available, are likely to be less accurate; the data by individuals for coverage and for sets-in-use are cruder still. Since all of these audience measures are useful, and since

research techniques have been developed to produce them, it is to be hoped more audience data of a precise quality will be forthcoming.

Already, it is clear that we are experiencing difficulty in comparing data which sometimes relate to individuals and sometimes (e.g., sets-in-use) pertain to households. The ability of a particular medium to add an advertising asset through simultaneous communication with people in groups or families cannot be disregarded, but this discussion concentrates on individuals.

The fact that magazines may be looked into repeatedly or over a long period is considered a great asset. Some magazines may believe their pattern of exposure time and repetition is superior to that of others. On this principle, and because survey methods were available, *Reader's Digest* measured the reading days for several magazines. The variation among magazines was found to be considerable, but utility of the study was limited, because exposure to the magazines was measured in units of how many different days the magazines were opened, instead of the total number of reading occasions. The advertiser still had the problem of converting exposure-days to the number and frequency of advertising exposures amassed by different groups of readers. Little (if any) light was shed on the comparative evaluation of print and broadcast media.

Emphasis on repeat exposures or reading turns the spotlight on outdoor and transportation advertisements. If magazines offer repeat exposure of the same advertising unit, the outdoor poster must offer still more repetition. Broadcasting, because it is instantaneous, represents the other extreme. Except as the broadcast message is repeated, there is only one opportunity to implant the message.

In 1958, the *Saturday Evening Post* published a pioneer study aimed at short-cutting from magazine exposure directly to advertising page exposure. No publication other than the *Post* was reported, but a research method was revealed. Two basic figures were shown; the total audience (20,621,000 *Post* readers) and average advertising page exposure days (29,456,000). Since 70.5 per cent of the audience opened the average advertising page on any one day, it is indicated that at least 14.5 million individuals were exposed to the average advertising page at least once. The maximum number of individuals would be the audience or 20,621,000. The total number of individuals exposed at least once to an average page is somewhere between 14,500,000 and 20,621,000. (The *Post*, incidentally, is currently conducting a similar survey of itself and several other publications.)

The reason for converting total advertising page exposure days to the number of individuals is to keep our discussion consistent in its emphasis upon individuals. It is also important to know the total number of exposure days for all readers; it would help if the method permitted a distribution analysis of individuals by number of exposures. This is not yet possible. Nevertheless, the

new exploration is useful and points the way to a break-through in comparisons within and between media.

The diagram indicates the advertising exposures in terms of total number of individuals, without regard to how many days or how many exposures to each person. **Apparently we are getting close to a measure of this first dimension.** In broadcasting, there are several approaches to similar data. One is the tabulation of sets operating during the time of broadcasting a commercial. This must be converted into numbers of individuals actually in range of the television or radio set. Other techniques might measure this dimension more directly. What would this accomplish? **For the first time, it would give a logical basis for some kind of direct comparison between the possibilities for advertising communication in the two types of media.**

Once an advertisement is exposed to its audience, the responsibility for transmitting a useful message is a team function of both advertisement and medium. Indeed, in some media, the advertisements actually become primary incentives for audience attention, but we will pass that by for now. In sponsored network shows, on the other hand, the advertiser may consider that the program is doing a selling job.

The specific point to be noted is that actual advertising exposure data represent the most advanced stage at which media's exclusive responsibility can be evaluated. This is of the greatest importance to advertisers, for until now no such direct point of comparison has existed coincident with techniques promising to provide useful data.

It must be acknowledged that sponsored programs provide not only a basis for good-will, but also a setting or atmosphere in which the commercial can be broadcast. Publications likewise provide a setting for advertisers, and associations with other advertisers, which can be an important asset. As network television, with its high program costs, divides the sponsor role and converts programs into spot carriers, broadcast and publication media will become more alike in respect to offering an environment for advertising. Always, it seems sure, there will be an influence transferred to advertising from its surroundings.

As we move up the diagram, with advertisements and media joining hands to produce useful impressions, we must allow for the possibility of confusing the part played by each. In 1950, the author pointed out that "If the average audiences of all advertisements in similar time or space units of a medium were combined, the result would be a fairly realistic measure of the advertising effectiveness of the medium."<sup>2</sup> This level of comparison is indicated in the diagram as "Ad Noting." Projectible data are available now, as then, only on transportation advertisements. These were measured and reported by the Advertising Research Foundation working with the National Association of Transportation Advertising. This is an area of research

which could be expanded and for which research techniques are available in most media.

Comparisons of actual advertisements are probably necessary in order to distinguish between the media values offered by various cost units. Averages of advertising scores, on the other hand, give media credit not for their best possible performances, but only the mediocre. One medium may benefit from generally better copy or more interesting product categories. And always, allowance would have to be made for what credit should go to the advertiser and what to the medium. There are many other factors, such as the ability of television to approach both eyes and ears and to bring immediacy and live people and motion and changing settings. **At any rate, measures at this level would not evaluate the maximum ability of the medium, or reflect all of its strategic assets.**

### **Advertising Playback**

A final level suggested, short of sales measurement itself, is the measurement of play-back of actual advertising impressions conveyed. This would allow a more dramatic or vivid medium to demonstrate its superiority, especially if emotional as well as ideational impressions were adequately measured. Gallup and Robinson, who make confidential measures at this level for users of both magazines and television, have attempted to go beyond the mere reporting of ideas. However, as a matter of policy, they have adjusted their scores to make comparisons between media or types of media impossible. Here is an area where useful comparisons could be made, provided enough data could be accumulated for stable averages by categories. To a large degree, the techniques are available.

Actual sales measures and evaluation of sales influence are not without precedent. Until now, the measures of sales influence of most national media, like the measures of the sales influences of the advertisements themselves, have failed to win industry acceptance. **If productivity in dollars could be measured, there would be no need to hedge with all of the qualifying considerations pointed out in this discussion.** Of course, the profit measure would have to account for the long run as well as the short run effects of advertising. Such evaluation is an unrealized ideal.

Media, then, usually carry the sole responsibility for getting advertisements exposed to audiences in the first place. If we had measures of the effectiveness of each medium in providing exposure, it would help. But it does not necessarily follow that equally effective media should always come out with dollar exposure quotients of exactly the same size. This ignores too many qualitative factors. Nevertheless, the one single value for which the medium is most responsible is this quantitative dimension of numbers of the right kinds of people. Heretofore we have not had measures to provide exposure data as a basis for comparisons. Now that progress is being made at this level, it can confidently be said that **the advertising industry is nearing an important break-through in its search for media comparisons.**

<sup>2</sup> Loess, D. B., and Britt, S. H., *Advertising Psychology and Research*. McGraw-Hill Book Co., New York, 1950.



**1.** "I do not feel that all the interest . . .  
in the marketing concept is genuine."



## BLENDING MEDIA-BUYING

with Marketing  
with Research  
with Merchandising

By Robert E. Britton

*How MacManus, John & Adams designs  
media strategy and tactics for its clients.*

**I**N MARKSMANSHIP AS IN MARKETING there are two ways of scoring a bull's-eye. The easiest way—and all too common—is to fire blindly at the target, and then draw a bull's-eye around the bullet hole.

Today, with sky-rocketing communication costs, savage competition, and the increasing self-protective deafness of the public to all advertising (it has been estimated that a metropolitan adult is bombarded by 1,600 separate sales messages each day) the advertising gun no longer can be fired from the hip. It must be carefully aimed and skillfully fired at a well-defined market.

The marriage of the marketing, research, merchandising, and media functions, and the blending of those functions into an operational entity as we have done at MJ&A was brought about by the following factors:

1. The explosive growth of advertising volume, almost self-defeating in its sheer intensity.

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*Mr. Britton is vice president and executive director for marketing, media, research, and merchandising at MacManus, John & Adams, Inc., Bloomfield Hills, Mich.*

2. The ever-mounting cost per thousand in all media.  
3. The growing realization that the myths of the Mass Market and the Average Man are the most costly and wasteful that an advertiser can pursue.

4. The full-blown emergence of the Marketing Concept.

Certainly, many companies worked under a marketing concept before the name became so popular, but few of them identified their organization as a marketing team. They only knew that it worked—that it gave them greater profit per dollar invested and more efficiency and effectiveness in the allocation of manpower and talent to the job at hand. This job was—and still is—simply the task of moving the products of our tremendous productive capacity to more and more ultimate consumers faster and cheaper. Marketing is simply an organized attempt to reduce the costs of distribution; and since these costs have tended to get out of hand in the past—this is why we are all seeing a real surge of interest in the marketing concept in the last few years.

But I do not feel that all the interest we see in some



quarters today in the marketing concept is genuine—although it does serve as an attractive veneer to hide the fact that the organization underneath it is the same old furniture. Merely taking a sales manager and re-titling him the *director of marketing* is a standard procedure for making an old organization appear new and modern. But since the genuine marketing concept is really a state of corporate mind—an organized process of planning, building and administering the efforts of selling, advertising, merchandising, pricing, new product development, etc., into a coordinated whole, operating under a single strategy, it is obvious that merely shifting titles can hardly be expected to cause a new state of corporate thinking.

This same kind of superficial thinking also is indulged in by some advertising agencies today. They have merely added a director of marketing. Others have gone a bit further, and reorganized so that the departments of media, research, marketing, merchandising, promotional material, etc., all report to a single individual—usually called a director of marketing services. This might have advantages from an administrative standpoint, but it can hardly guarantee a change in the state of the agency's corporate thinking. In fact, hardly any change will take place that is obvious to the agency's clients unless some further steps are taken. These further steps really prove the point.

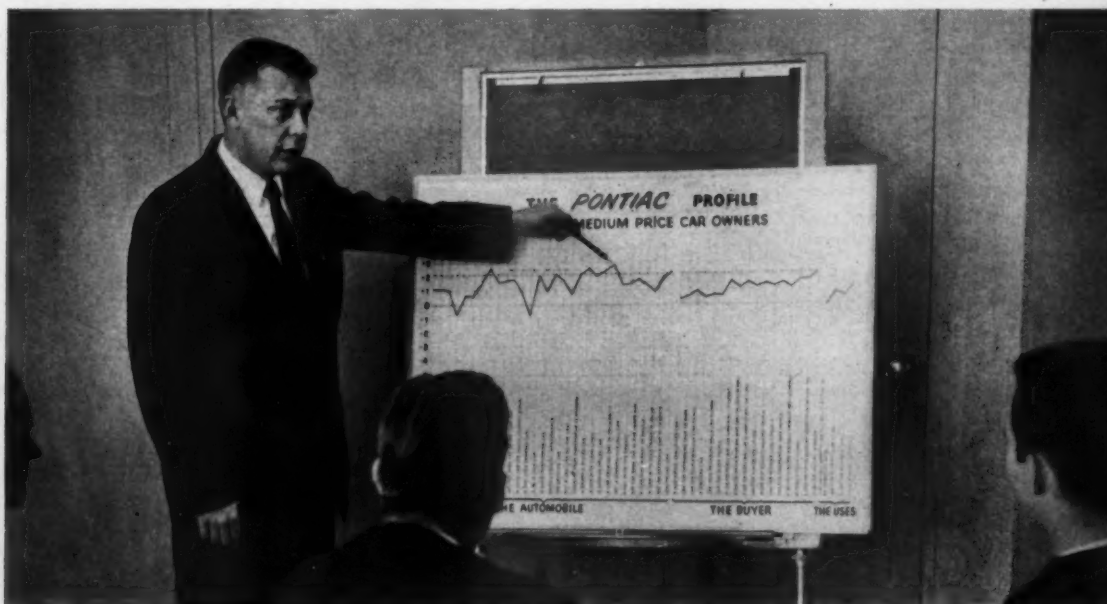
Just as a manufacturer must integrate and coordinate the tools and processes that he has available for distributing his products, so must the modern agency integrate and coordinate the tools that it has developed to do its part of the job of moving products into the hands of ultimate consumers. Basically, these tools within the

agency are the marketing, media, and research departments. Using these as the basic building blocks, I'd like to illustrate how these departments have now been combined at MacManus, John and Adams, but, first, a few of the fundamental concepts of our management upon which this new organization has been built.

We feel the key to any successful advertising program must be a plan—a plan that incorporates all the short- and long-range marketing objectives of our client's product. We call this plan a *marketing strategy*, and it is the sole responsibility of the marketing department to get all the information that it needs—from the client, from the account executives, from the research department—to put this plan together.

Based on past performance and next year's probable budget, the marketing director designs a short- and long-range strategy for best using the client's money to accomplish present and future objectives, including a definitive outline of the tactics that will be involved throughout the year to combat whatever competitive strategies he can predict.

This marketing strategy must include recommendations on a basic media strategy, copy strategy, and merchandising strategy in order to serve as a proper basis for guiding the media and creative departments. Once approved by the marketing plans board and the account supervisor, the media and creative departments take over to draw up a precise media schedule tailored to the specific advertisements, commercials, etc., as well as to the basic marketing plan. Since the creative development of the advertising and the selection of media to best use this advertising to reach prospective customers is such an inter-laced opera-



2. "We feel that the key is a plan that incorporates all the short- and long-range objectives for our client's product."

### 3. "The marketing strategy must include recommendations on basic media strategy, copy strategy, and merchandising strategy in order to serve as a proper basis for guiding the media and creative departments. . . ."



JOHN A. CALDWELL,  
marketing director.



ROBERT MARKER,  
vice president and creative director  
(Pontiac Motor Account).



ROBERT J. HECKENKAMP,  
media director (Automotive).

tion, this requires perfect coordination and continual review.

For instance, part of a recent media strategy for the *Detroit Times* recommended a schedule of advertisements in suburban newspapers based on the use of full pages, supported by 30-second radio commercials. Our media schedule, using these advertisement sizes and commercial lengths, was accepted by the creative department, but they quickly came back with a creative strategy that was more closely adapted to 1,000-line newspaper advertisements and 20-second commercials. This, of course, allowed us to build better frequency or continuity into the original schedule.

The closer the coordination between media and creative departments, the greater the contribution both departments make toward outstanding and efficient advertising programs.

At this point, we have an overall marketing strategy supported by a specific media schedule, a copy platform, and the resulting advertising—great advertising, we hope—ready to present to our client. And instead of losing creativity—the backbone of any agency—we have indeed heightened it, by not only giving greater aid to the creative people but also by insisting that the media department, the research department, and the merchandising department be as creative in performing their parts of this program as the people are who are making the advertisements and commercials.

To do this job of approaching the advertising function from a marketing standpoint requires an organization that is coordinated and integrated to allow these agency departments to operate as a team—nearly as a single func-

tion—to do their part as a member of the client's total marketing organization.

Therefore, we have integrated the functions of marketing, media and research in such a way that we can capitalize on the specific talents of the separate departments, while at the same time putting the operation of all of them under a single plan, cutting out the unproductive work on "bits and pieces," and eliminating the traditional overlap so consuming of both time and money. We are not interested in making media men into marketing men or into research men or in asking research men to work on problems that are divorced from the underlying marketing problems of selling and merchandising.

When we are working on a project, such as the 16-page booklet *Minnesota Mining* ran in the *Ladies' Home Journal* last December, the value of this kind of organization is readily apparent.

The 3-M booklet covered the uses of Scotch Brand tape, Gift tape, and Sasheen Ribbon for wrapping and decorating Christmas packages, etc. But over and above its consumer value, we had to evaluate the importance of the booklet from a trade and merchandising standpoint.

Our marketing director pin-pointed the objectives of the idea and presented a plan for developing it to our media department. They immediately started selecting possible magazines whose audience matched the customer profile laid out by the marketing department and whose costs were within the budget.

Then each magazine's merchandising program had to be evaluated and compared to the client's needs and capacity to capitalize on it through their own sales efforts. This was done by our merchandising department. And



**4.** *"We have integrated marketing, media, research and merchandising  
... to capitalize on specific talents of separate departments."*

*Media/scope, August, 1959*

## 5. *"The marketing plans board and the account supervisor must approve."*



L. to r. Hovey Hagerman, v.p.; Armin Seiffert, v.p.; Glenn J. Frost, v.p.; R. E. Britton, v.p.; Ernest A. Jones, president; Paul Newman (seated)

senior v.p. and chairman, and (seated front of desk) Charles F. Adams, executive v.p.

## 6. *"We expect outstanding advertising . . . delivered to our clients."*

when these separate departments had finished their separate jobs and submitted their recommendations, the final magazine selection was made and presented to the account group—with documentation.

In fact, after the creative work was finished, the research department designed a research proposal which we could use if the client wished, to test the effectiveness of the booklet in achieving its objectives.

This is how we try to use the special skills within our four departments on every job—by letting each man do that part of the job that he knows best and does best.

With this agency thinking translated into an organization tailored to perform on a marketing basis, we have every right to expect outstanding advertising, delivered to our clients in a form that fits perfectly into their over-all marketing plan. ■



L. to r. John F. Malone, advertising manager, Pontiac Motor Division; James H. Graham, v.p. and account supervisor.



**A**N ADVERTISING MANAGER who, with a sigh of relief, obtained final approval from his management on his 1959 newspaper budget by New Year's Day, was very likely tearing his hair out by April Fool's Day. The reason: a healthy slice of the papers on his spring schedule had raised their rates in the intervening period, thereby throwing his budget out of kilter.

The frustrating part of it was that this typical executive had no way of anticipating the increases short of slamming the door on his conscience and watering the budget. The fact is that the majority of 83 daily newspapers queried by MEDIA/SCOPE (some 70 per cent) give a scant 60-days' notice of a rate increase. It doesn't matter whether a schedule has been running or not; nor does it matter whether or not a contract is in force. On a certain date, everyone antes up the new rate.

To do the industry justice, about one-quarter of the daily newspapers give 90-days' notice (but 5 per cent give only 30-days').

### **Varying Policies**

Although the policy described above represents as close to standard practice as the newspaper business is likely to come, it is by no means universal. MEDIA/SCOPE's survey of a carefully constructed sample of 150 newspapers of varying sizes and geographic locations reveals several other policies on rate protection.

About 18 per cent of respondents protect advertisers for the life of a space contract, although new advertisers take the new rate. Seven per cent of newspapers responding protect old advertisers for a specific period after the new rate goes generally into effect.

These alternatives to the standard policy are, however, neither very popular nor especially effective. The reason: it is the practice of agencies to protect their clients' interests by demanding the lowest rate prevailing. An agency which demands the protected rate for a client who is not entitled to it places the publisher in the position of frustrating the wishes of a valued client or of making a mockery of his rate increase.

Nevertheless, diversity in practice does exist, and publishers don't much like the notion that rate protection

policies be made uniform. Fewer than half (44 per cent) believe that a uniform policy is desirable. Those that so believe, do so for a variety of reasons. Most typical: uniformity would "make it easier for the placement of national advertising." Other reasons range from the opinion of an Eastern publisher that "a contract should protect for its dated duration or it's not really a contract," to the firm statement by a Southern publisher that "all newspapers should adopt a standard rate card with frequency and volume discounts and a standard time in the year when rate increases are made effective. This would make planning easier for advertisers."

Publisher opinion opposed to uniformity centers around the variation in local conditions, in operational procedure which would make uniformity difficult. Several publishers suggested that efforts to establish uniform rate protection policies might be "illegal." One major publisher temporizes by claiming that uniformity "can raise costs to advertisers by encouraging rate increases," while another does anything but temporize by flatly opposing uniformity on these grounds: "Because we are a private business, we determine by our standards the way to conduct our business."

How do publishers justify their rate protection policies if questioned

by advertisers? A few reply that the policy is "industry custom." One publisher, when questioned as to his reasons, snapped: "None! As it isn't any of his business."

But most publishers are painfully aware that 60 days' advance notice of a rate increase leaves something to be desired. Justification, therefore, comes in the form of this typical comment: "The fact is we do not anticipate costs, and a quick reflection of these costs becomes necessary."

The argument is that the newspaper industry *cannot* give adequate notice of price increases, but one publisher contradicts this by saying, "Generally speaking, cost increases have been in effect for some time before a newspaper publisher increases his rates."

### **What Clients Want**

At least one publisher is amenable to suggestions: "After all, our first consideration is the advertiser who pays—we are in business to make money for him and what he wants in the way of convenience on billing and rate procedure is what we generally do."

What advertisers and agencies want, it's fairly clear, is somewhat more uniformity in policies, and somewhat longer advance notice of rate increases. ■

### **Prevailing Newspaper Practice**

60-days' notice of rate increase is provided.

On the effective date, all advertisers—both old and new—pay the new rate.

Where sliding scales are in use, advertisers can cancel when increases go into effect without incurring short-rate penalties.

When an original schedule is increased by adding more units, and a rate increase intervenes, the additional units are billed at the new rate.

# How Broadcast **FORMS** Are Used by Kenyon & Eckhardt

*With only 10 forms, the K & E media department keeps everyone up-to-date.*

By Alice M. Liddell

**A**T KENYON & ECKHARDT, media forms have been developed with one major purpose in mind—to provide complete and comprehensive information for all concerned, and with as little actual paper work as possible. The present forms are the result of many years of experience, and cover the most up-to-date applications. For it has long been K&E's policy to review all media forms regularly, including the study of forms used by other agencies, and by advertisers and broadcasters. Changes are made in existing forms whenever and however more efficient methods are worked out.

Basically, each broadcast form (or print media form, for that matter) communicates quickly and completely to the following:

1. The client
2. Account management
3. Billing
4. Account coordinator
5. Traffic
6. Station or stations
7. Media

Because of the number of copies needed, all broadcast forms are multi-processed, providing clear copies for

*Miss Liddell is media supervisor for Kenyon & Eckhardt, Inc., Boston. For a discussion of the use of print media forms see "Good Print Media Forms," by Dino G. Valz, in MEDIA/SCOPE for June 1959.*

KENYON & ECKHARDT INC.					
RADIO BUDGET AND SCHEDULE			Rep: A. J. Jones Co. Boylston Street Boston 16, Mass.		
for Boston Harbor Company					
STATION	WZZZ	City	Washington, D. C.	Affiliation	Independent - 5000 Ws
Contract Year	May 4, 1959		Budget No.	360-R-59-A	
Type	one-minute spot		Times Per Wk.	18	For 13 Wks.
Starting Date	May 4, 1959		Final Broadcast	July 31, 1959	
Date of Revision					

PRECEDING PROGRAM	TIME	FOLLOWING PROGRAM	RATE BASIS	COST PER B'CAST
Luncheon Concert	Monday 7:00-8:00 am	in Morning Show	52x	\$56.00
	12:55 pm	News		
	4:30-5:30 pm	in Traffic Tunes		
<u>Tuesday</u>				
Home Harmonies	7:00-8:00 am	in Morning Show	all others 18 plan	33.00
	10:55 am	News		
	2:00-3:00 pm	in Johnny's Club		
	5:30-6:30 pm	in Traffic Tunes		
<u>Wednesday</u>				
Home Harmonies	7:00-8:00 am	in Morning Show		
	9:55 am	News		
	10:55 am	News		
Home Harmonies	12:55 pm	News		
Luncheon Concert	2:00-3:00 pm	in Johnny's Club		
<u>Thursday</u>				
Home Harmonies	9:55 am	News		
	10:55 am	News		
Home Harmonies	2:00-3:00 pm	in Johnny's Club		
	4:30-5:30 pm	in Traffic Tunes		
<u>Friday</u>				
Home Harmonies	7:00-8:00 am	in Morning Show		
	9:55 am	News		

Kenyon & Eckhardt Inc.	Cost per Week \$755.00
Accepted for Station	Total Cost \$9,815.00

Form 10-120  
(11-58)

**SAMPLE A**

**KENYON & ECKHARDT INC.** Rep: S. S. Smith Co  
Tremont St.  
Boston 10, Mass

**TELEVISION BUDGET AND SCHEDULE**

for  
Boston Harbor Company

STATION WMMW-TV City Toledo, Ohio Affiliation CBS - Channel 8

Contract Year May 6, 1959 Budget No. 360-TV-59-A

Type 20-second spot Times Per Wk 3 Per 13 Wks.

Starting Date May 6, 1959 Final Broadcast July 31, 1959

Date of Revision \_\_\_\_\_

PRECEDING PROGRAM	TIME	FOLLOWING PROGRAM	RATE BASE	COST PER B'CAST
The Millionaire	AA Wednesday 9:30 pm	I've Got a Secret	26X AA	\$133.00
Rescue 8	AA Thursday 8:00 pm	Yancy Derringer	B	66.50
	B Friday 6:30 pm	in The Early Show		

Kenyon & Eckhardt Inc. \_\_\_\_\_ Cost per Week \$332.50

Accepted for Station \_\_\_\_\_ Total Cost \$4,322.50

FORM 10-722  
(10-59)

**SAMPLE B**

**ADVERTISING MEDIA BUDGET AND SCHEDULE**

Client: Boston Harbor Company Period: May-July, 1959

Budget No. 360-R-59-A Compiled by: AML Date: April 20, 1959

City & State	Station	No. Spots Per Week	Costs Per Week	Total Cost 13 Weeks
Washington, D. C.	WZZZ	18	\$ 755.00	\$ 9,815.00
Philadelphia, Pa.	WAAA	15	810.00	10,530.00
Pittsburgh, Pa.	WPHB	18	725.00	9,425.00
Cincinnati, Ohio	WCCC	20	775.00	10,075.00
Toledo, Ohio	WDDD	15	435.00	5,655.00
			<u>\$3,500.00</u>	<u>\$45,500.00</u>

Approval of this budget to be indicated by signing and returning the duplicate copy.  
Rates quoted are contingent upon acceptance by media, and are subject to change by media without notice.  
Color pages are non-cancelable.  
Advertiser must pay agency space, time, etc., contracted for (as justified by estimates) or pay adjustment rates when demanded by media.  
Cash discounts allowed only if paid within discount period.  
Radio estimate does not cover any Social Security taxes.

Accepted \_\_\_\_\_ Date \_\_\_\_\_

**KENYON & ECKHARDT INC....ADVERTISING**

FORM 10-714  
(10-59) Page \_\_\_\_\_

**SAMPLE C**

everyone with a minimum expenditure of stenographic time.

Let us examine a hypothetical media buy—and trace the steps:

**ASSIGNMENT:** TV and radio announcement schedule for the Boston Harbor Company, processors of Seafood products.

At the very beginning, an account number is assigned to Boston Harbor, and is used from then on for every job produced for the company, let us say 360. As far as the media department is concerned, a code letter is added, indicating the medium purchased, R or TV. The number 59 is then added for all schedules issued in 1959. Finally, a letter is added indicating the order in which the buys have been made. For example: 360-R59-A, the first radio budget issued in 1959 for the Boston Harbor Company. This coding makes it simple to refer to a budget quickly.

As the radio and TV schedules are approved and purchased, the following forms are used:

**RADIO SCHEDULE—A** white budget and schedule sheet is prepared showing detailed information for each station. See Sample A.

**TV SCHEDULE—A** blue budget and schedule sheet is prepared showing detailed information for each station. See Sample B.

From these forms, the following orders are accomplished:

1. The advertiser has a complete record, including program adjacencies and cost, of his schedule on each station purchased.

2. The billing department has a complete record of dates and unit costs.

3. The account coordinator is alerted as to what the timing is, to plan preparation of and due dates for needed copy.

4. Traffic is alerted as to where and to whom to send material.

5. Each station has an insertion order for schedule purchased.

6. Media has a complete record as to contract years, frequency discounts earned to date, etc.

**BUDGET SUMMARY SHEET—** After all station schedule sheets are compiled, they are put together, with a summary sheet, for quick and easy reference. See Sample C.

The same form is used for radio and TV, although the sample shown is for the radio schedule only.

(Continued on page 46)

(Continued from Page 45)  
(Approved 1956 by AAAA and NABT. See Over)

(Member of A.A.A.A.A.)

# KENYON & ECKHARDT INC., ADVERTISING

462 BOYLSON STREET...BOSTON 16, MASS.

## Radio Contract

Rep: A. J. Jones Co.  
Boylston Street  
Boston 16, Mass.

TO MANAGEMENT OF STATION **WZZZ**

CONTRACT No. **409**

CITY AND STATE **Washington, D. C.**

DATE **April 20, 1959**

PLEASE FURNISH BROADCASTING FACILITIES TO (provide) **Reston Harbor Company**

FOR (product) **Seafood Products**

(LENGTH OF BROADCAST) (DAYS) (TIME PER WEEK) (TOTAL NO. WEEKS)

one-minute

see attached schedule for complete information

NO CHANGES IN SCHEDULES ARE TO BE MADE WITHOUT ADVANCE APPROVAL FROM US.

DATE OF FIRST BROADCAST  
**May 1, 1959**

EXPIRATION DATE  
**May 1, 1960**

NOTICE: one year from

contract, if not, will be subject to

written and oral

This order may be amended for additional periods, either consecutively or otherwise, on the basis of such order to effect as shown herein. Additional charges will be made for the number of additional weeks.

COMMERCIAL ADVERTISING TO

To be furnished by KENYON & ECKHARDT Inc.

CONTINGENCY

LIVE TALENT

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

### NOTE

Time may be placed by other agencies on this account and applied in combination with this contract, each agent to be solely responsible for his time and placement thereon.

RATE:	TIME PER	DATE:	TIME PER	DATE:	TIME PER	DATE:
Day Broadcast:	see attached		see attached		see attached	
Night Broadcast:	see attached		see attached		see attached	

LESS THIS DISCOUNT: LESS AGENT COMMISSION: 15% of station time charge LESS CASH DISCOUNT: 10% of net cash charge

Subject to conditions on back and any other conditions printed herein.

PER **Alice H. Liddell**

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Contract for Spot Advertising

Copyright 1956 American Association of Advertising Agencies, Inc.

DTES

SAMPLE D-1

(Continued from page 45)

The same procedure is used for a one-station or a 200-station purchase. When the budget is completed and distributed, everyone concerned has full information as to his part in carrying out the promotion.

**CONTRACT**—Regular AAAA contract forms are used, and may be issued in one of two ways, depending on circumstances:

**Sample D-1**—Year-long "blanket" contract, with each specific schedule within that year covered by issuing schedule sheet as prepared for budget to the station purchased.

**Sample D-2**—Specific promotion contract, with all details spelled out on contract form, with no attachment.

(Continued on page 51)

(Continued from Page 45)  
(Approved 1956 by AAAA and NABT. See Over)

(Member of A.A.A.A.A.)

# KENYON & ECKHARDT INC., ADVERTISING

462 BOYLSON STREET...BOSTON 16, MASS.

## Television Contract

Rep: S. S. Smith Co.  
Dramont St.  
Boston 10, Mass.

TO MANAGEMENT OF TELEVISION STATION **WMAZ-TV**

CONTRACT No. **142**

CITY AND STATE **Toledo, Ohio**

DATE **April 20, 1959**

PLEASE FURNISH TELECASTING FACILITIES TO (provide) **Reston Harbor Company**

FOR (product) **Seafood Products**

(LENGTH OF BROADCAST) (DAYS) (TIME PER WEEK) (TOTAL NO. WEEKS)

DATE OF TELECAST	TIME	PER WEEK	TOTAL	TOTAL
5:30 pm	Wednesday	1	13	13
8:00 pm	Thursday	1	13	13
6:30 pm	Friday	1	13	13

NO CHANGES IN SCHEDULES ARE TO BE MADE WITHOUT ADVANCE APPROVAL FROM US.

DATE OF FIRST TELECAST

**May 6, 1959**

DATE OF LAST TELECAST

**July 31, 1959**

ADDITIONAL INFORMATION (such as program account, dates, commercial announcements, etc.)

Film to be supplied by Kenyon & Eckhardt, Inc.

CLASS	TIME PER	DATE	TIME PER	DATE	TIME PER	DATE
Class AA	1:30		1:30		1:30	
Class B	6:30		6:30		6:30	

\*Total Agency commission of 15% (NET) on charges (subject to audit)

Subject to conditions on back and any other conditions printed herein.

KENYON & ECKHARDT INC.,  
ACCEPTED FOR THE STATION, PER **Alice H. Liddell**

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Contract for Spot Advertising

Copyright 1956 American Association of Advertising Agencies, Inc. (DTES)

SAMPLE D-2



# Buy Boston the way Boston Stores Do

For example — *grocery stores.*

For 21 years the Herald-Traveler has led Boston papers in the retail grocery lineage.

Boston food stores — like those in almost all retail classifications — know that the people who have more money buy more of everything, including even the most essential foods.

The Herald-Traveler, in addition to delivering the *largest circulation* of the standard-sized Boston papers, delivers more of the "Upper Two-Thirds" — the middle and higher income families who are almost everybody's best customers.

For 27 years — leadership in total retail lineage. For 31 years — leadership in national lineage.


Get the best of Boston's home-delivered circulation with the Herald-Traveler.

**The BOSTON HERALD-TRAVELER**  
Gives you  
the  
**"Upper  
Two-Thirds"**

Represented nationally by GEORGE A. McDEVITT CO.,  
New York • Philadelphia • Detroit • Chicago  
Los Angeles. Special travel and resort representative:  
HAL WINTER CO., Miami Beach







# MOUTH- WATERING FACTS

**FACT 1: AMERICAN HOME  
DEVOTES A LARGER SHARE OF  
ITS PAGES TO FOOD THAN ANY  
OTHER MASS MAGAZINE**

**FACT 2: American Home is sold in  
27,000 food stores (18,000 of them  
are supermarkets).**

**FACT 3: Starch reports show that  
60% of American Home families use  
or plan to use recipes from every  
issue (20% actually *use* recipes  
within 30 days).**

**FACT 4: American Home should  
be on the media menu of every  
advertiser who wants to put a product  
*on the table* in millions of American  
homes. *No* magazine gets people  
to try recipes, to build and remodel,  
to redecorate, and to buy things like  
American Home Magazine.**



**A CURTIS MAGAZINE READ BY  
3,600,000 FAMILIES**

**BOSTON HARBOR COMPANY**

**STATION:**

Kearney & Eckhardt, Inc.  
334 Baystate Street,  
Boston, Mass.  
CO. 7-4350

Schedule for week of: **May 4, 1959**

Schedule for week of: **May 11, 1959**

DAY	TIME	PRODUCT	NO.	TIME	PRODUCT	NO.
MONDAY	7:00-8:00 am	Lobster	360-R-21	7:00-8:00 am	Clams	360-R-29
	12:55 pm	Clams	360-R-25	12:55 pm	Lobster	360-R-27
	4:30-5:30 pm	Clams	360-R-26	4:30-5:30 pm	Lobster	360-R-21
TUESDAY	7:00-8:00 am	Clams	360-R-26	7:00-8:00 am	Lobster	360-R-27
	10:55 am	Lobster	360-R-22	10:55 am	Clams	360-R-26
	2:00-3:00 pm	Lobster	360-R-21	2:00-3:00 pm	Clams	360-R-29
	5:30-6:30 pm	Lobster	360-R-22	5:30-6:30 pm	Clams	360-R-25
WEDNESDAY	7:00-8:00 am	Lobster	360-R-22	7:00-8:00 am	Clams	360-R-25
	9:55 am	Clams	360-R-26	9:55 am	Lobster	360-R-22
	10:55 am	Clams	360-R-25	10:55 am	Lobster	360-R-21
	12:55 pm	Lobster	360-R-21	12:55 pm	Clams	360-R-29
	2:00-3:00 pm	Lobster	360-R-22	2:00-3:00 pm	Clams	360-R-26
THURSDAY	9:55 am	Lobster	360-R-21	9:55 am	Clams	360-R-29
	10:55 am	Clams	360-R-25	10:55 am	Lobster	360-R-21
	2:00-3:00 pm	Clams	360-R-26	2:00-3:00 pm	Lobster	360-R-27
	4:30-5:30 pm	Lobster	360-R-22	4:30-5:30 pm	Clams	360-R-26
FRIDAY	7:00-8:00 am	Lobster	360-R-22	7:00-8:00 am	Seafood Dinner	360-R-33
	9:55 am	Lobster	360-R-21	9:55 am	Seafood Dinner	360-R-34
SATURDAY	none			none		
SUNDAY	none			none		

**SAMPLE E-1**

**BOSTON HARBOR COMPANY**

**STATION:**

Kearney & Eckhardt, Inc.  
334 Baystate Street,  
Boston, Mass.  
CO. 7-4350

Schedule for week of:

Schedule for week of:

DAY	TIME	PRODUCT	NO.	TIME	PRODUCT	NO.
MONDAY	none			none		
TUESDAY	none			none		
WEDNESDAY	9:30 pm	Lobster	360-TV-9	9:30 pm	Clams	360-TV-7
THURSDAY	8:00 pm	Clams	360-TV-7	8:00 pm	Lobster	360-TV-9
FRIDAY	6:30 pm	Lobster	360-TV-9	6:30 pm	Seafood Dinner	360-TV-10
SATURDAY	None			none		
SUNDAY	none			none		

**SAMPLE E-2**



(Continued from page 46)

The following are not actually media forms, but are used by the traffic department in issuing commercial instructions to the various radio and TV stations. However, since these forms play an important part in the overall job of putting a broadcast campaign on the air, they are included here.

*Sample E-1*—Commercial instructions for radio, printed in black and white for easy identification.

*Sample E-2*—Commercial instructions for TV, printed in red and white for easy identification.

With these forms, everyone concerned is advised as to which product and which commercial is scheduled for each announcement.

The buying job is now complete, the necessary material has gone to the stations, and the announcements are running. But one station says it will be unable to run a certain spot due to special local programming. Upon receipt of an acceptable make-good time, everyone concerned is alerted to the change by Sample F.

If a change is made where an adjustment in cost is involved, it is quickly and easily taken care of by Sample G, with everyone concerned being advised simultaneously.

We have now set the entire schedule into action, and have covered every detail we can. But, occasionally, the invoice received from a given station will not agree with the budget. If this happens, a Discrepancy Report is issued by the billing department to the time-buyer concerned.

(Continued on page 52)

SPOT INTERRUPTION REPORT								
						Date: May 15, 1959		
CLIENT: Boston Harbor Company								
PRODUCT: Seafood Dinner								
ORIGINAL SCHEDULE						MAKE GOOD		
CITY & STATE	STATION	Day	Date	Time		Day	Date	Time
Toledo, Ohio	WWW-TV	Fri	5/22/59	6:30 pm		Thurs	5/21/59	6:30 pm
REASON: Special Local Program								
						Media Department Boston Office		

#### SAMPLE F

KENYON & ECKHARDT INC.	
Advertising	
Boston Harbor Company	BOSTON 16: 462 Boylston St. May 18, 1959
IMPORTANT	
Schedule and/or Budget Change	
Division: Seafood Dinner	Media: Radio
Budget: 360-R-59-A	
Publication: WZZZ, Washington, D. C.	
Original Date: 9:55 am announcement, Friday, May 22nd	
Revision: will not run - no make-good	
Present Cost: \$9,815.00 (This item)	Revised Cost: \$9,782.00 (This item)
Present Cost: \$45,500.00 (Total budget)	Revised Cost: \$45,467.00 (Total budget)
In order to keep our records up to date, kindly mark them in accordance with the above.	
Alice M. Liddell	
NEW YORK BOSTON	CHICAGO SAN FRANCISCO
DETROIT LOS ANGELES	ATLANTA MEXICO CITY
TORONTO MONTREAL	

#### SAMPLE G



Young Chicago  
loves to buy...



...the Chicago  
Sun-Times

The young families are the big buying families,  
in Chicago as anywhere else. But nowhere else can you  
reach them more effectively. In Chicago,  
more young families read the Sun-Times than any other newspaper.

# Good Housekeeping turns National into a SELLING



"Good Housekeeping and National have just put together a show that we think will startle the entire mid-west. All of our Sales Managers in the twelve National Branches have been briefed with preliminary plans. A sales meeting has been scheduled at our home offices to coordinate our 60th Diamond Anniversary tie-in with Good Housekeeping. Advertisers who want to promote their merchandise in our 925 stores should give greater than usual consideration to the big November issue of Good Housekeeping. This isn't just another Anniversary—it's going to be the biggest thing in the food business in 60 years!"

*Vol. Bauman*

VICE PRESIDENT  
National Advertising and Merchandising



PROMOTIONS THAT PAY OFF...START OFF WITH



# National Tea's 60<sup>TH</sup> Diamond Anniversary BIG BONANZA FOR YOU!

All 925 National Food Stores will tie in with  
"Look Ahead—Cook Ahead" promotion starting  
with 10-page editorial feature in November  
Good Housekeeping—All advertised products  
will be eligible for special promotion by National—  
Be sure yours are there and selling!

◆ 925 Stores in 16 States are solidly behind  
this joint promotion!

◆ For information on how to participate in  
this promotion, contact National's branch  
offices, or call Good Housekeeping now.

◆ National Food Stores will support promo-  
tion with in-store display, window posters,  
newspaper, radio and TV advertising!

◆ Brand-imprinted shelf-talkers for all  
November Advertisers! Price-Card dis-  
plays for products selected by National!



WITH **Good Housekeeping**  
MAGAZINE AND INSTITUTE

Media/Scope, August, 1969

# TV Availabilities— The Race for the Best

*Some of the headaches that beset time-buyers,  
and some of the successful solutions.*

**A**N "AVAILABILITY," according to Irvin Graham's "Encyclopedia of Advertising," is "an open time segment or sustaining program offered by a television or radio station for sponsorship by advertisers. A time period or program available for sale."

Ask any time-buyer involved in the intricacies of running down hundreds of television "avails" at a time, usually at double-time, when someone upstairs finally decides to go after them, and chances are he'll tell you they're time slots that were open before you wanted them, but now that you want them, someone else has already snapped up the best.

This year, potentially the biggest in spot television's history, problems such as this loom larger than ever for buyers.

As Young & Rubicam's William E. Matthews says, "The big problem in buying spots is that availabilities change from minute to minute. TV spots are being bought and sold, checked, cancelled, and reordered from minute to minute. You'd need a ticker tape to keep up with it, but half the time, the tape would be running behind."

George Castleman, vice president, new business development, for Peters, Griffin & Woodward, also uses the Wall Street analogy to describe the tremendous volume of spot business

carried out verbally. He says, "I doubt if anywhere outside Wall Street is so much business transacted on nothing more than verbal or phoned OK's, before the paper work goes through. Stations often broadcast the first announcements of a flight before signed contracts change hands. As soon as there is verbal agreement on times selected, the buy becomes official."

## **"Everybody's Out Selling"**

"The basic thing to remember about spot availabilities," says Mr. Matthews, vice president in charge of media relations at Y&R, "is that when a station has a given piece of time going begging, everybody's out selling it. The representative is selling it to us and to every other agency in town. His other offices are out selling it to agencies across the country. And the station's own salesmen are in there pitching it to the local filling station, drug store, or insurance broker. It's first come, first served. That's why multiple-spotting is such a problem. The trick is to know when openings in the choice markets are coming up, so that you can plan in advance."

And the representatives and local salesmen are not the only ones out selling these availabilities. No one knows how many "unofficial reps" are playing the game, too. These range from film distributors, barter-

ing film packages to individual stations for blocks of time that may take two years to unload, to regional wholesalers, who, say some buyers, "must make more on time sales to the manufacturers they 'serve' than on their distribution of his products to local retailers."

They do this by the not-so-veiled threat that they will fight for shelf space only for the manufacturer who buys from them, at full card rate, availabilities that they have scooped up wholesale, at local rates or below.

The extent of such traffic is small in relation to total national spot business. And you can't often get prime time availabilities at the discounts offered for run-of-schedule. This is as much as 75 per cent below end discount rates, says one buyer.

But for a product that needs frequency, and lots of it, specific audience composition isn't necessary. It's an ulcer-builder for the buyer who never knows when his client may be approached with an "even better deal." And it appears to be on the increase.

## **Large Blocks of Availabilities**

By holding large blocks of availabilities, such traders can actually offer an advertiser a big

*(Continued on page 58)*

# inside The New York Times Magazine

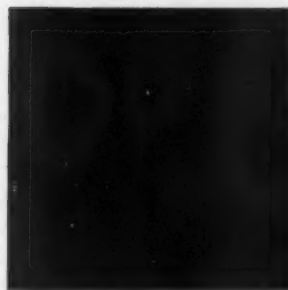
Suppose you give your client's wife perfume. Is it deductible on your income tax? See what The New York Times Magazine has to say . . . Are your friends square? Are *you* square? Check the test below . . . Want to reach retailers? Want to increase sales volume 25%? Read how The New York Times Magazine can help you. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman; into 1,300,000 homes and stores the country over.



"...an advertising executive asks if he can deduct the cost of perfume given to a client's wife. I advise him 'Yes' if he gives it to her in the bottle, but 'No' if he helps her dab it on." . . . Story on the C.P.A. at tax time, The New York Times Magazine, April 12, 1959.

# 25%

"More than 25% of our increased volume is due to The New York Times Magazine. We've added 250 stores all over the country. Our ads pull big consumer mail and phone response." . . . Stanley Blacker, president of Stanley Blacker (sports coats manufacturer).



"A square is someone who smokes without taking the band off his cigar; has luminous signs on his car bumpers reading 'Guest of Ausable Chasm'; wears a pocket handkerchief

with his initial showing; . . . pays strict attention to all non-tipping signs; carries a portable radio to the ball game so he can follow the scores elsewhere; has trouble working the slots in the Automat; bothers to read the inscriptions on the photos of celebrities in restaurants; puts vermouth in a martini, and wears his hat brim a little wider than ours." . . . Story on Squaredom, from The New York Times Magazine, April 5, 1959.



"Every Tuesday morning our six merchandise managers meet in my office with me and the Sunday Times. It's Harveys' quickest way to see the new things New York stores are promoting, and what manufacturers are featuring in The Times Magazine." . . . President Fred Harvey of Harveys, Nashville department store.



(Continued from page 56)

**jump on the 30-day advance confirmation limit that the legitimate representative can offer for advance planning.**

Plan in advance? How can anyone plan in the midst of this confusion?

It's really not so chaotic as it seems, thanks to availability schedules, and the representatives' traffic managers who keep them up to date, with the close cooperation of local station traffic managers.

Here's how one representative, H-R, does it.

Each of the 25 television and 35 radio stations represented by H-R submits weekly availability sheets. These arrive at H-R's 10 offices across the country every Monday morning. Since they are made up by individual stations on Thursday or Friday, the first move made by H-R's traffic manager upon receipt is to fill in the squares representing availabilities sold by his own salesmen in the meantime.

The station has already filled in all other time slots occupied for the week by both national and local advertisers, with the name of the product, expiration date of its flight, and name of adjacent or participating shows that surround it. From this information, the salesman knows when each time slot will become available, and can brief his buyers accordingly. Mimeographed copies of these availability sheets, one for each station handled by H-R, go to each of its salesmen, who are then equipped with the information buyers need.

### **One Group's Representatives**

Says Frank E. Pellegrin, executive vice president and partner of H-R, "How well our salesmen are equipped with the most up-to-date status reports on our stations' availabilities

depends on close contact with our stations, and on educating them to the importance of their traffic function. **The station availability sheets alone are never sufficient for up-to-the-minute information.** We're on the teletype many times each day with most of our stations to keep up with the fast changes in availability status of prime time slots. As soon as we get new information on these, the master copy is changed, and memos go immediately to all salesmen, who write in recently sold spots on their own copies of the availability sheets."

The Katz Agency has a similar system.

Each station's weekly availability schedule takes the general form of program listings, and contains such detailed information as names of programs and sponsors, expiration dates of commercial schedules, expirations already sold to new advertisers, where plan rates apply, special listings for specials, and eight separate items of information for participation shows. Heavy lines drawn across the program listing show where rate changes occur (as between class A and AA time, for example). Footnotes list such information as future program changes. On page one is space for each station to list its "hot spots," daytime minutes and nighttime minutes and 20-second availabilities.

Stations send enough copies of these schedules out every week to provide one for every salesman and every secretary in each of Katz' eight offices. But as Daniel Denenholz, research and promotion director, puts it, "These station schedules are only the starting point. They're out of date as soon as they are issued."

**To fill in the constant changes, cancellations, and resales of availabilities, Katz is in constant touch with each station by teletype, phone, or telegraph. The**

**communications bill is tremendous.**

"The important thing to remember," says Mr. Denenholz, is that the station is the central clearing house for its own availabilities."

Each afternoon, a Daily Traffic Bulletin goes to every salesman listing cancellations (which mean new availabilities) received from stations that day. Cancellations are also listed in the Traffic Book, a log serving as a central information source and consulted by each salesman. This is also the source from which the chosen stations are notified.

When prime time spots are sold, the other seven Katz offices are notified immediately by teletype, as well as the station. And, if Katz men in Los Angeles, say, sell prime time, the Los Angeles office notifies the central office.

In the event of simultaneous sales of the same availabilities by two Katz offices, the order arriving first at the station's traffic board is the one honored.

Variations on this practice are found in most station-representative relationships, and they do their job surprisingly well, considering the speed with which dozens of agencies are buying thousands of availabilities for hundreds of clients on hundreds of stations.

### **Recognized Ground Rules**

**There are also recognized ground rules.** One is that the agency should notify the representative of its intentions two weeks before a flight's expiration as to whether it is going to renew or relinquish its time slots. These decisions are often delayed for one reason or another, but the station and its representative hesitate to push a good advertiser into a "quick decision." This, of course, is hard on the station, which hates to take the risk





of having unsold time on its hands, if the last-minute decision is to cancel.

Another ground rule is that availabilities cannot be confirmed more than 30 days in advance. And there's plenty of pressure on representative and station to break this one. With a pronounced trend toward earlier media planning and buying, some agencies want confirmation 45 days in advance. More, if they can get it.

But, here again, stations don't want to hold spots open. They just can't afford unsold time.

However, exceptions are made. Stations and representatives try to be as accommodating as possible, and usually manage to work things out to the agency's satisfaction.

### Problems for the Buyer

But there are still plenty of problems for the buyer.

Says Jerry Sprague, assistant media supervisor, Cunningham & Walsh, "We're lucky if 60 per cent of the original availabilities we O.K. can be confirmed. But it is only in rare instances that we can't get satisfactory alternative station breaks in fringe time. Here, we usually buy more lower-rated announcements that will add up to the same cumulative audience we would have had on the prime slots we first requested. It doesn't cost any more, because the fringe time is cheaper, spot for spot.

"Only when trying to clear half hours for full sponsorship of syndicated or feature film series in many markets have we occasionally been forced out of the medium in a city here and there.

"But, if we can't get acceptable fringe time on a given station, and it is essential that we use it in the long run, some advertisers are willing to buy any slots they can have in order to build up a franchise, to keep

a place in line while waiting for choice availabilities to open."

**The big advertiser who is heavy in spot has an obvious advantage in being able to establish a firm hold on prime slots on preferred stations in the major markets.**

This is to be expected, since buyers for long-term advertisers can gradually improve their schedules by acquiring choice spots as they are relinquished by the in-and-out advertisers who may operate in this fashion simply because their budgets are limited. And the big user of spot can also cash in on the tremendous package discounts which can run as high as 60 per cent for some full 58-weeks' spot schedules.

Does this give the large agency with a number of such big advertisers, a similar advantage?

Officially, *no*. In effect, *yes*.

First, the agency with a number of big spot users knows when one client's flight will expire, and can plan to place another client into the same time slots, if the first client is planning to give the time up. In the second place, the salesman who services the large agency buyer spends more time with him, knows what the buyer is planning and looking for, and can watch for good openings. You can't keep friendship entirely out of a business where weekly and even daily personal contact between buyer and seller plays such a large part.

Sheer size, however, can work to the disadvantage of the really big client, the one so big that his volume of spot business can make him unwieldy. This can happen if the advertising manager or his superiors are unfamiliar with the intricacies of spot broadcasting and bound by a set of stiff regulations.

**One of spot's big advantages is flexibility. To make the most of**

**it, an agency must be geared for speed in order to seize new spot opportunities.** The buyer who is hampered by inability to get fast approval from clients for new moves just has to forego this advantage. What can happen is described by one buyer:

"We have one client like this. Once he finally approves a 100-station list covering, say, the 75 top markets, we're stuck with it. It may have been the best combination of stations and adjacencies possible at the time it was proposed. But adjacent programing changes. New availabilities turn up. Station preference among audiences can change from market to market.

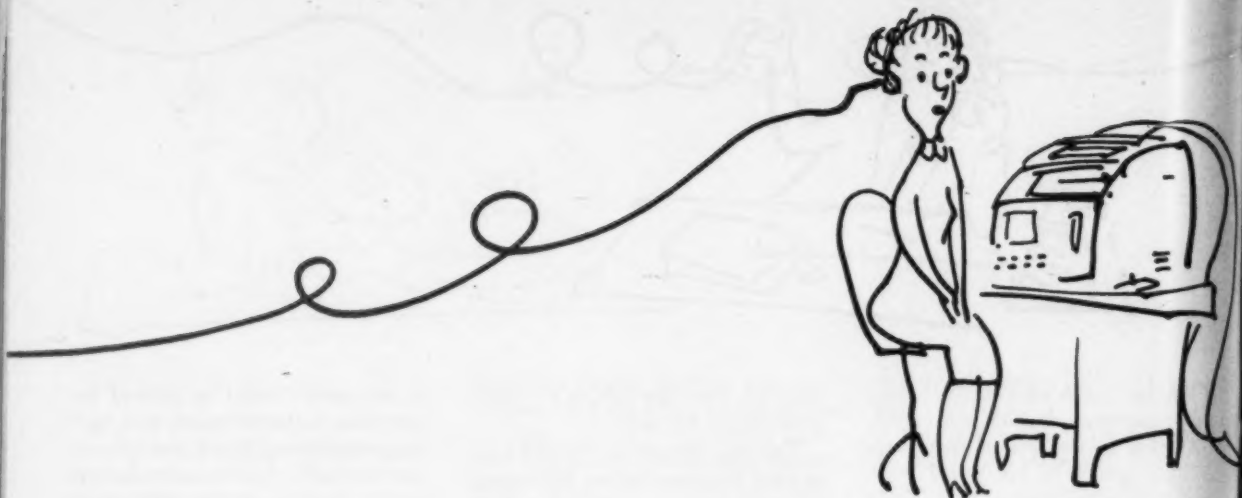
"Suppose we see a good opportunity to improve his schedule. It may add \$15 to the cost of the total buy. We've already invested tens of thousands of dollars. But for that extra \$15, someone at the agency has to write a four-page explanation in triplicate, giving reasons for the switch. By the time this is approved, five other agencies have spotted the same chance, and the one who doesn't have to get client approval for every move has snapped it up. A faster, more alert client, or even one who places more confidence in his agency, is gathering these same erstwhile availabilities. And our client has lost a big increase in just the audience segment he needs in a big market."

Fortunately, only a few of the big spot users are this unsophisticated. And this leaves the majority of the big advertisers and big agencies in control of the best availabilities in the biggest markets.

**Can the small or medium-sized agency do anything about it? The answer is yes.**

The agency which keeps men on the road can find out when new choice availabilities open, either be-

*Continued on Next Page*



cause a long-term franchise holder finally relinquishes his franchise and moves into other time slots, or out of the medium, or because of program changes.

Hicks & Greist is one such agency. Milton Stanson, executive producer, is one of four men the agency keeps on the move.

Mr. Stanson travels roughly 130 days out of the year, establishing contacts with station managers and talent in 50 to 60 markets. While he buys no time, he finds out what's open, and, more important, often arranges for new availabilities, especially participations, by working with station managements to set up new programs.

With this advance knowledge, Hicks & Greist buyers are often able to place early orders through the stations' representatives, sometimes even before new openings actually go up on the board.

Mr. Stanson says, "Because we are there to size up potential new local talent in possible new formats, we can often initiate new shows in various markets. We do this by making a decision before the station itself is sure it will put the program on the air. The station can afford to do this only with our prior guarantee of at least partial sponsorship. Representatives benefit both by having a new show to sell, and by getting a new piece of business.

"Where we can do this, and we've done it in 30 markets, it can make the station manager and new talent your friends for life. Particularly, if

the new show is able to garner a healthier share of audience for the time period than its predecessor. So I'd say that maybe half out of friendship, even when I don't happen to be there, a station manager will call me, as often as I call him, to let us know of new availabilities that might interest us.

**"The same thing applies to complaints we might have about competitive product adjacencies. The buyer who is tied to his desk only knows what the representative tells him.** And the representative knows only what his station traffic managers tell him. The traffic manager is often too busy to do anything except keep track of availabilities. Product conflicts may be too much to keep up with.

"But if the station manager tells me, our buyers can go back to the representative and straighten it out.

"Once we get what approaches a nearly perfect block of time slots in any market, we can't go away and forget about it. It takes constant follow-up. Some advertisers believe their problem is solved once they've established a franchise on a number of good time slots adjacent to the type of programming that pulls the kind of audience they're looking for. And it is. Maybe for 13 weeks. Or 26 weeks.

"But outside of prime time, franchises just aren't what they used to be. The value of availabilities adjacent to network programming changes as shows are pulled out and replaced with new ones that may draw entirely

different types of viewers. And programs are switched just as often on independent stations.

"Because of these constant changes, even a new show we've just started isn't guaranteed to hold the audience for more than 13 weeks, because someone else may come up with an even better program on a competitive station that will cut into our new audience. So, we have to keep up our contacts constantly in every market we use, and stay abreast of competitive market and station activity."

**Mr. Stanson feels that the value of an established franchise also decreases as new stations begin operation.**

"Today," he says, "there are perhaps 25 independent TV outlets. These are in the major markets. Where a franchise on a particular time slot may have had the entire audience to itself, or shared it with only one other station in the market five years ago, today the same audience in the big markets may be split among three or even four stations. The rise of ABC as a strong third network has contributed a great deal to this increased competition among TV stations."

Miss Jean Taylor, who heads Young & Rubicam's Local Service Unit, says that her travelers, too, often find new opportunities to improve client schedules in individual markets.

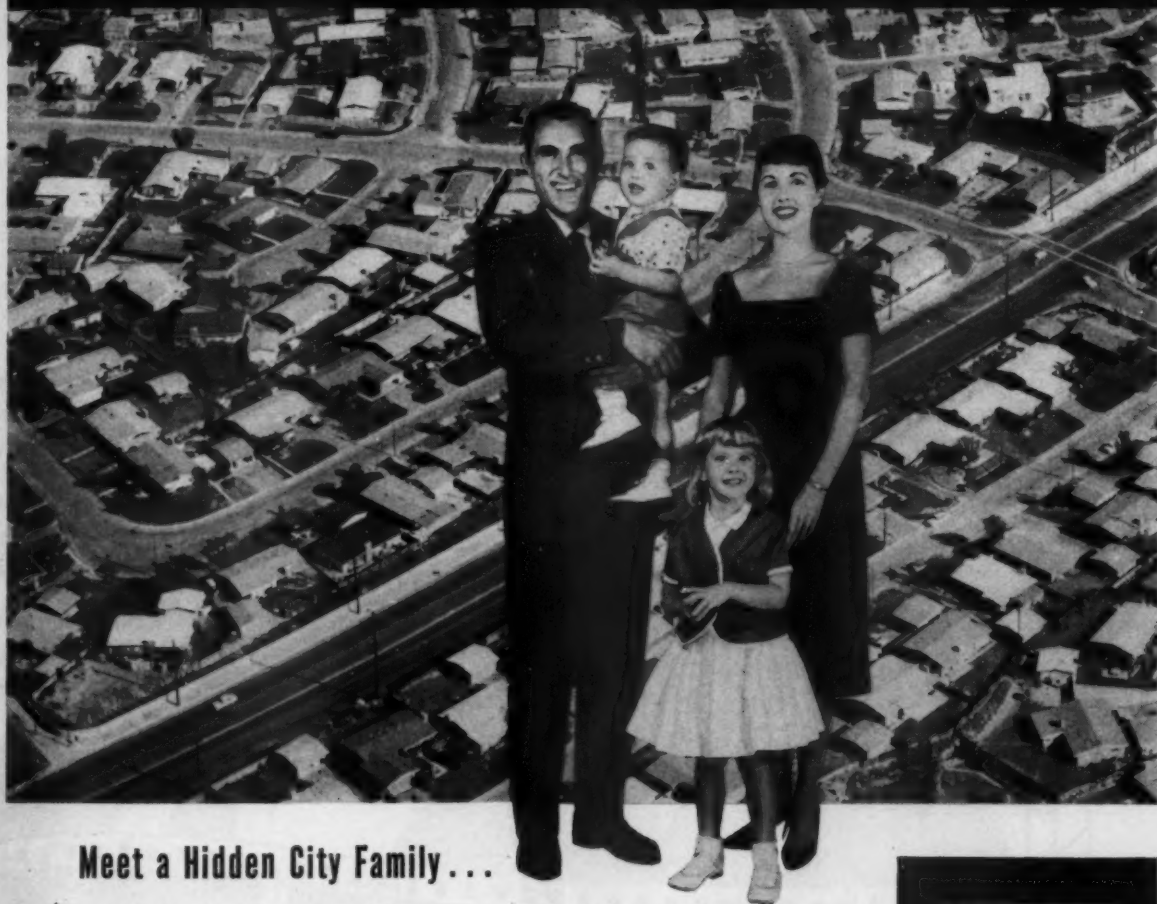
"This is one way to make the most of spot's flexibility. By phoning this information back to our buyers, we

*(Continued on page 64)*

Inside Los Angeles there's a Hidden City\* and . . .

# A MILLION YOU'RE MISSING

if you're not in The Mirror News



## Meet a Hidden City Family . . .

It's likely to be a family that practices "togetherness" . . . whether it's a shopping expedition, a picnic on the beach, or just lounging around at home. And it's probably a family that has the wherewithal to enjoy better living. Because Hidden City fathers are good providers—83% of them are on their way up in well-paying occupations, and earning \$4,000 or more. In fact, if you add the

310,260 Hidden City families together, you come up with a million-sized market, spending \$1½ billion on whatever catches their eye. Chances are it's something they see advertised in The Mirror News that does catch their eye. For 4 out of 5 of the million Mirror News readers in the Hidden City take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

\*It's bigger than San Francisco . . . or Houston, Miami, Pittsburgh, Denver, Milwaukee, St. Louis, and a lot of other big cities you'd never dream of overlooking.

**4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER**



**LOS ANGELES EVENING  
MIRROR NEWS**

Represented by O'Mara & Ormsbee,  
New York, Chicago, Detroit,  
San Francisco

GOOD HOUSEKEEPING'S 2ND ANNUAL TOILETRY MERCHANDISERS PROMOTION:

# Be there when it



Just a few candid shots of Last Year's  
Successful Promotion—it really moved goods!

■ National Food Stores  
Louisiana

■ Associated Food Market  
Rockville Center, Long Island

■ Galyan's  
Indianapolis, Indiana

■ Dixon's  
Des Moines, Iowa

■ Sipe's  
Tulsa, Oklahoma

■ O'Hara's Loop Market  
St. Louis, Missouri

## PROMOTIONS THAT PAY OFF...START OFF WITH



# the whistle blows!

Good Housekeeping's "Quick-As-A-Whistle" beauty plan, featured in November issue, (on sale Oct. 20) will call in the customers to over 1,000 chain and independent food stores. Make sure your health and beauty aids get their eye in the pages of Good Housekeeping and on the shelves of tie-in stores October 19–November 17. It'll be a blast! Contact Good Housekeeping Today.

**FREE BOOKLET** on "Quick-as-a-Whistle" steps to beauty and good grooming will draw the crowds at every store!

**FREE EXCITING DISPLAYS** to make the most of timely promotional theme—and your product!

**PUBLICITY AND PROMOTION** to newspapers, radio and TV stations...and to the trade, of course!

**SPECIAL CIRCULATION PROMOTION** to give advertisers extra selling exposure!

## ADVANCE LIST OF PARTICIPATING TOILETRY MERCHANDISERS—MORE TO COME!

- |   |  |  |
|---|--|--|
| ■ All Purpose Service Company<br>Atlanta, Georgia                   | ■ Groves Kelco Company<br>Minneapolis, Minnesota         | ■ M-G Drug Sales Company<br>St. Louis, Missouri        |
| ■ C. B. Drug Company<br>Columbia, South Carolina                    | ■ Handelman Drug Company<br>Detroit, Michigan            | ■ Novarese Bros.<br>Memphis, Tennessee                 |
| ■ D-B Drug Company<br>St. Louis, Missouri                           | ■ Hanson Drug Service<br>Newton Falls, Ohio              | ■ Nuway Drug Company<br>Sioux City, Iowa               |
| ■ Ford Hopkins Company<br>Chicago, Illinois                         | ■ Huron Drug Div.—Ford Hopkins<br>Kalamazoo, Michigan    | ■ Peoria Candy Company<br>Davenport, Iowa              |
| ■ Ford Hopkins Company<br>Milwaukee, Wisconsin                      | ■ Indiana Merchandising Company<br>Indianapolis, Indiana | ■ Rosmarin Drug Company<br>Houston, Texas              |
| ■ Franke Distributors<br>New York, New York                         | ■ Jaydon Distributing Company<br>Moline, Illinois        | ■ Sandy Sales Company<br>Schenectady, New York         |
| ■ Garner-Wynne-Manning, Inc.<br>Greenville, North Carolina          | ■ Lafayette Drug Company<br>Lafayette, Louisiana         | ■ Stephens Products Company<br>Oklahoma City, Oklahoma |
| ■ General Wholesale Distributors<br>of Chicago<br>Chicago, Illinois | ■ Little Rock Wholesale Company<br>Little Rock, Arkansas | ■ Yeager Wholesale Company<br>Tulsa, Oklahoma          |

**Plus!** ALL 925 NATIONAL FOOD STORES  
WILL TIE IN WITH "Quick-As-A-Whistle"

REPLACEMENT OR REFUND OF MONEY  
★  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**Good Housekeeping**  
MAGAZINE AND INSTITUTE



# wake up!

THE FORT WORTH  
STAR-TELEGRAM  
GIVES YOU  
THE LARGEST  
COMBINED DAILY  
CIRCULATION  
IN THE RICH  
TEXAS MARKET!



**250,323 DAILY**  
(Morning and Evening combined)

**220,105 SUNDAY\***



One ad in the Star-Telegram gets your message to 100 wealthy West Texas Counties with 24.7% of total state income and 24.9% of total state sales!

\*ABC Audit Report,  
March 31, 1959



**AMON G. CARTER, Jr.,**  
President and  
National Advertising Director  
**LARGEST CIRCULATION IN TEXAS**  
without the use of schemes,  
premiums or contests  
"Just a good newspaper"

(Continued from page 60)

are often able to save essential time in beating the competition to the choicest availabilities."

## Not Enough Time

"But the main problem," says Mr. Sprague, "is not that there aren't enough vacant time slots, *per se*, but that there aren't enough minutes, and there aren't enough availabilities in prime time, and there aren't enough availabilities free from competitive product adjacencies."

Says Mr. Sprague, "When we started putting Texaco into nighttime television, we had a clear field, as far as competitive product adjacencies went. But once one product in a given category leads the way, the rest follow."

Some buyers complain that while representatives can tell them what programs are adjacent to availabilities they are considering, they seldom know what products are going to run commercials beside theirs.

But according to another buyer, Ed Fleri, media supervisor BBDO, the representatives make it their business to know, and can be depended upon not to place you next to an obviously competitive product. In cases of non-compatible products, the buyer can tell the representative in advance that he does not want such products adjacent to his.

As far as the struggle for prime time availabilities goes, there are indications that pressure is easing somewhat. Mr. Castleman says that prime time slots (7 to 10:30 P.M.) two years ago were so tight that many buyers were forced into late movies as close to 10:30 as they could get, and into daytime television.

"This started a trend toward day and late night minute buys," says Mr. Castleman. "The demand for prime time slackened. Openings became available in both large and small markets. As agencies hear of these openings, we anticipate a rush for fall prime time in those markets."

One paradox brought out by a number of agency men is that the search is equally difficult where there are many stations serving a market, as where seven stations split up the audience. The problem is to find availabilities on stations outside of the top two or three that will provide a large enough share of audience to

make any of them worth buying.

Representatives, however, say that in such multi-station markets, advertisers do not have to wait for availabilities to open up on the top ranking stations, because they can get a respectable cumulative audience at the same price by increasing frequency on secondary stations at lower rates.

The question comes up as to whether stations give their national representative the first crack at the best availabilities. Theoretically, no. A station's general manager can't deny his own salesmen a chance to earn their commissions. Actually, the policy (if any) often depends on the personal predilections of the station's sales manager. Where stations have two men—one responsible for local sales—the other for national—it depends on which has the stronger influence with the general manager.

There are so many variables, market size, number of competitive stations in each market, viewing patterns, season, and competitive product activity involved in the question of whether to place all your commercials in a given market on one station, or scatter them among all, that no general rule can be laid down. And the same applies to finding an orderly pattern of markets, regions, or stations that are tight or loose (comparatively speaking) for particular types of availabilities in specific day parts.

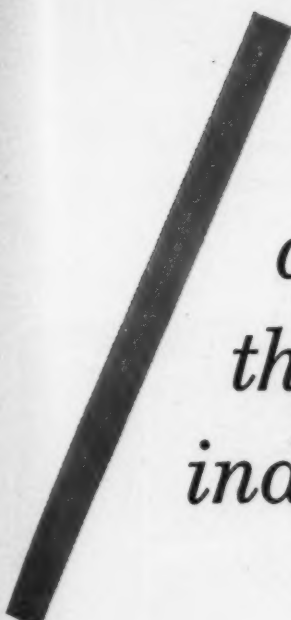
Each station, each market, poses a different problem for each product, and must be studied individually if the buyer is to make the most of the best availabilities when he can buy them.

## Trends in Buying

What patterns do exist seem to be in the realm of buying trends. Or, as one buyer says, "You can almost call them fads. One follows the other. But no matter what trend you're riding it's still a scramble to get into the best availabilities before the competition discovers them."

What can the buyer do to take the scramble out of the mass search for top availabilities?

Says Ed Fleri, "The scramble in spot is the price you pay for spot's benefits—frequency and flexibility. If the availabilities weren't worth it to our clients, we wouldn't put in so much time keeping up with them." ■



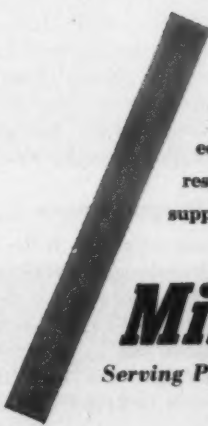
# advertisers are out after the broad, expanding industrial market

Their aggressive action is reflected in the increased advertising of capital goods, machinery, equipment and supplies in the leading all-industry publications.

Here's the record for the first half of 1959, as reported by *Industrial Marketing*:

MILL & FACTORY.....	1,246 PAGES
FACTORY.....	1,173 PAGES
PLANT ENGINEERING.....	981 PAGES

Total: 3,400 pages of advertising to the mammoth buying potential of the expanding industrial market.



MILL & FACTORY is the only single publication edited 100% for the men known to be directly responsible for the methods, equipment and supplies used in Production and Maintenance.

a Conover-Mast Publication  
205 E. 42 St., New York 17, N. Y.

**Mill & Factory**    
Serving Production & Maintenance Engineering

# Should We Probe for "Letter X"?

*This is the letter that the media salesman uses only for sticky situations; it usually rips a competitor to shreds.*



By Jackson L. Parker

THE BRIEFCASES OF MEDIA salesmen fascinate me. They may be oversized luggage, slim attache' cases, or portfolios small enough to fit in the inside breast pocket. They may contain slick flip-flop presentations or odds and ends of dog-eared promotion material. But they fascinate me because I suspect that many, if not all, of them carry one thing in common, and that is "Letter X."

This paper may be one or several letters, photostats, or other forms of documentation. But the content is the same. It is designed to rip a competitor's story to shreds or to attack him viciously as a dissembler. Letter X may be written by a former employee of the competitor detailing outrageous circulation practices. It may be a confidential inter-office memo from the editor to the media salesman revealing the competitor's editorial staff as a collection of literary laggards whose monthly output is the result of assembling stale material with scissors and paste-pot. Or it may be a *sub rosa* report of nefarious techniques used by competitive air media in misrepresenting audience size, make-up or activity.

I know Letter X is there because we have successfully probed for it on

occasions when media selection gets sticky, and we have to dig all the way down beneath the details to find the measure of superiority of one medium over the other. And practically every time we have probed deeply, we have struck a nerve that caused the salesman to look at us with an unhappy "This is it" expression, whereupon



he proceeds to extract a familiar-looking document slowly from his luggage, attache' case or inside breast pocket. Letter X is always withdrawn with reluctance, real or otherwise, as though it may suddenly be pushed back out of sight, although it never is.

## Cloak-and-Dagger Aspects

You become a partner in the conspiracy as the salesman places Letter X before you while saying, "Now this is confidential," or, "I could get fired for showing you this," or, "My boss said never to show this, but I think I can trust you to keep quiet about

it." And then he uses Letter X as a knife to spill his competitor's blood all over the carpet.

Why doesn't the media salesman show you Letter X as a matter of course without your having to probe for it? The reason for his reluctance to show it is that it is a two-edged sword. Although it wounds the competitor grievously, it also hurts the one showing it, as it casts grave suspicion on the entire media field or, at least, his particular slice of it. To stretch the metaphor a little further, it is something like using a shotgun with a heavy recoil.

For example, take the case of two publications in a battle for circulation, both using essentially the same methods to increase circulation. Book A produces evidence that Book B is offering bonuses to its circulation salesmen, bonuses so high that one salesman was tempted into faking subscriptions in order to collect bonuses. Letter X contains documentary evidence that although the salesman was caught and fired for this malpractice, Book B kept the fake subscriptions on its list to beef up its circulation and was fighting its audit service for the right to do so.

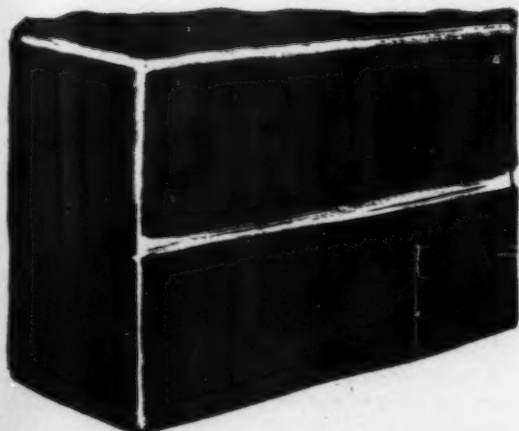
This documentation was offered to us only when we made an issue of Book B's circulation superiority over Book A, all other factors being more or less equal. What was its effect? Of

Jackson L. Parker is media director of James Thomas Chirug Company, Boston.



# Interview: *Gene Fitzgerald*

Penick & Ford Advertising Manager tells why he chooses  
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations



Crosley Broadcasting Corporation a division of *Arco*

course, it cast doubt on the quality of Book B's circulation but it also made us wonder whether the circulation salesmen of Book A were up to similar tricks and were more skilful at concealing them. Also, we couldn't help thinking of the Letter X carried by Book B's media salesmen and what it would show of Book A's practices.

### Responsibility for Letter X

It's easy to visualize the scene where the media sales manager releases Letter X to his salesman. Grim faces, resulting from the tension in



the air, confront each other as the boss draws the letter from his desk. "Willy," he says, "this is dynamite! It could ruin our competitor if the right people saw it, but if the wrong people saw it, it could blow up in our faces."

The salesman reaches for the letter, but the boss draws it back. "Now, Willy," he continues, "I want you to promise me that you won't show this letter unless you absolutely have to, and that you'll never, never, NEVER leave it in the hands of a media buyer." Then he hands the letter over to the salesman who reads it with furrowed brow, whistles softly, inserts Letter X solemnly into his briefcase, and takes whatever passes for an oath in his office to treat it with the utmost discretion.

I believe it's unfair to put the burden of "to show or not to show" on the media salesman. I feel the sales manager is paid to know what constitutes media evidence and whether it should be shown openly or concealed.

As for the media buyer, he has the right to probe for Letter X so long as the salesmen carry it. But what good does it do him when he can't document its evidence in his report? I recommend the use of the probe for background material, but caution against the use of any evidence that cannot be documented and left with you in tangible form. ■

# What Agencies Want From Media Research

*Study analyzes standards expected by advertising agency research executives.*

An unusual and interesting study has been released by a New York organization called Motivation Research Associates. It analyzes the standards expected of media-sponsored research by research executives in advertising agencies. Here's the background: MRA has undertaken to conduct a broad motivational study to determine the causes of success or failure in direct mail campaigns. One subdivision is the use of direct mail to sell goods and services to advertising agencies.

Since media-sponsored research is an important subject of such mail campaigns, MRA decided to start there. While the whole study will be conducted independently by MRA, this section has been sponsored by the Marketing Reference Bureau, an organization which publishes periodically an index of press articles and other source material on advertising and marketing subjects. The bureau is interested in establishing the acceptance among advertisers of a projected digest of media-sponsored research.

While MRA's research among advertising research executives apparently didn't turn up anything exciting about direct mail itself, it did amass some findings about the subject of that mail: *research studies*. The findings:

### Successful Media Research

1. Successful media-sponsored research must provide "immediate gratification," i.e., it must be of some immediate practical utility to the agency, or at least offer the media or research man some useful nugget of information.

2. The successful study must indicate "voluntary consideration" of actual research problems. This means that the report must at least appear to serve the buyer's interest rather than the medium's.

3. A study must provide "security" to the executive receiving it. This

means it must look (or be) so valid that he can safely use it to support a media recommendation.

4. These reports should be quite "specific in denoting the actual areas covered in the studies." This means that a report should say clearly what it is reporting on—and what it is not reporting on. If the report is vague, says MRA, it's likely to end in the waste basket.

5. A good study should "be obviously not 'self-serving' by recognizing the existence of other media, not making claims which cannot be fully supported by data and by not distorting findings in later promotional pieces and advertising designed to stimulate interest in the media."

In short, the MRA study's advice to manufacturers of media research is: don't be promotional, and good promotion will result. ■

### ABC ACTION

Among measures approved by directors of the Audit Bureau of Circulations during the June meeting at Montebello, Que., is one permitting newspaper members to include a map of ABC City and Retail Trading Zones in their Audit Reports. Another allows business publication members to omit breakdown of free distribution if less than 500 copies are distributed free, excluding checking copies. A third measure requires farm publication members to report bulk circulation as a separate item.

### P&G TOP 1958 ADVERTISER

During 1958, Procter & Gamble, with an expenditure of \$98 million in seven major media, passed 1957's No. 1 spender, General Motors. According to the Television Bureau of Advertising, P&G placed 85 per cent of its 1958 budget in spot and network television, and achieved all-time record sales and profits. Total TV expenditures by the company came to \$84.5 million.

The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Vice President and Account Supervisor; Hal E. Rumble, Media Supervisor; Charles V. Hicks, Vice President and Creative Supervisor.



## DOUBLE OR NOTHING

the decision: more in some media, nothing in others

It happens all the time—in every agency—sudden change in the client's plan calls for *more space per ad; more time per commercial... and with the same budget!* No time to lose. Figure it out *right now*.

As Brooke, Smith, French & Dorrance points out, these decisions are not made on "numbers" alone... what's making them thump their skulls and pound the table is the miserable chore of resolving the relative virtues of the many similar media that had been painstakingly worked into the schedule before the change-order came through.

Your sales representatives, your promotion have made their impressions on some or all of these decision makers—so have your competitors'—but *who is selling them now?*

with a properly planned, strategically positioned Service-Ad in SRDS  
**YOU ARE THERE** selling by helping people buy

**SRDS** STANDARD RATE & DATA SERVICE, INC.  
the national authority serving the media-buying function  
Walter E. Botthof, Publisher  
1740 Ridge Avenue, Evanston, Ill., Davis 8-5600  
Sales Offices—Evanston, New York, Los Angeles, Atlanta



## Trend to Advertising "Spectaculars" Still Upward

- *Business paper advertisers, their agencies, and media zealously exploring values; and also wanting advice and ground rules.*
- *New postal regulations helpful.*
- *Cost and continuity are main problem areas for users.*

THE NUMBER OF MULTIPLE-PAGE advertising spectaculars in business publications is still growing. These spectaculars are all shapes and sizes. But their use is more selective and sophisticated than five or six years ago. In fact, they're effective marketing tools if incisively handled—and a costly waste of advertising dollars if misdirected.

Most advertisers report that these spectaculars are well read. A few protest about dominance of a single issue by

one or two such advertisements. Many advertisers would use more spectaculars if they could afford them.

Some publishers object to the production and ratefiguring problems involved. Others evince concern about how these devices affect advertising volume.

However, the point of diminishing acceptance of advertising spectaculars in business publications has not been reached so far as readers and publishers are concerned.

This is the substance of a survey just completed by MEDIA/SCOPE. The purpose was to find out what effect the trend—sparked by an enlightened and cooperative United States Post Office policy, is having on media strategy and tactics today.

### *New Postal Regulations*


There's less confusion among advertisers, agencies, and publishers about what the Post Office will permit. Earlier this year the department made it easier to get advice and information from local postmasters. Uniform communications and administrative procedures were set, with a great deal of autonomy permitted. In some instances, borderline decisions are necessarily referred to Washington, with ABP, NBP, or MPA assisting in the negotiations. But such cases are usually exceptional.

The Post Office's main interest is in obtaining the proper revenue and in maintaining proper use of the granted mailing privileges.

Edwin A. Reilly, who heads the special projects section of the Post Office which deals with the problem, reports that this phase of the Post Office operation is working out smoothly. The important part, for advertisers and

**ELECTRICAL MERCHANDISING** carried this preview announcement of an "Advertacular" (a reprint) which later appeared in the *Saturday Evening Post*. There were four full pages with eight half-page advertisements enclosed. It was a co-op advertisement.

**HERE IT IS...  
JUST IN TIME FOR  
PEAK SPRING  
SELLING!**

A preview of the second giant  
**GIVE BETTER...Electrically**   
"Advertacular"... appearing  
**EXCLUSIVELY**  
in the May 2 issue of





their agencies, is to devise these advertising spectaculars **PRIMARILY** for use **AS PAGES** in the publications.

MEDIA/SCOPE's survey indicates that three key questions must usually be answered before an advertising spectacular finds its way into a business publication:

1. Is continuity being sacrificed for temporary impact?
2. Will the cost involved make additional sales, or produce enough additional inquiries, or attain enough additional readers to justify the cost?
3. Will publishers' requirements—stock, weight, size, positioning, etc.—restrict the amount of impact?

#### Advertisers Favorable

Key advertisers revealed, for the most part, a favorable attitude towards spectaculars. They consider them valuable but specialized advertising tools to be used to meet specific marketing situations. For instance:

—To tell a complete story about product or service, or many products or services.

—To introduce new products, or a new marketing theme.

—To build company prestige (image) and product prestige.

—To sell one-shot items, as at Christmas.

—To maintain a competitive position.

—To use as the "core" of a sales promotion plan, thereby obtaining additional uses for the spectacular—merchandising pieces, booklets, etc.

—To gain additional exposure for the advertising message—domination of an issue.

—To obtain better positioning and readership in a thick publication.

—To control production of the advertisement, and thereby insure maximum reproduction quality.

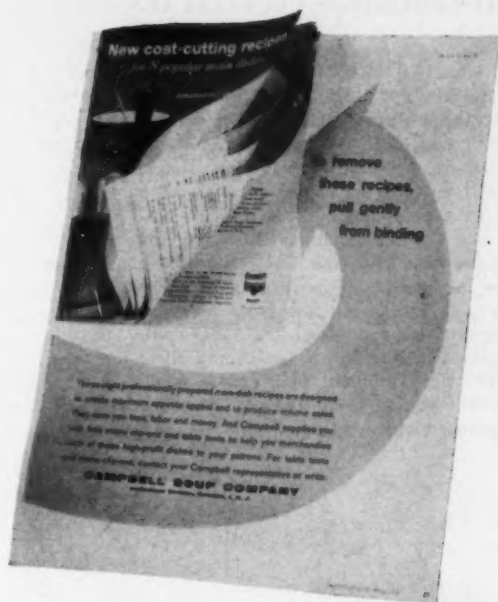
Also, some advertisers feel that spectaculars should be a part of the regular advertising program, planned well enough in advance to insure advertising program continuity. Others think spectaculars reduce continuity to some extent and, as such, qualify only as special tools to be used when fully justified.

Typical of the advertiser response is this comment from Frank J. McGinnis, truck advertising manager, Ford division, Ford Motor Company: "They are not worth the extra cost if measured solely in reader interest or response. But if dealer enthusiasm, tie-in and interest are also achieved, they are occasionally valuable."

Franklyn R. Hawkins, advertising manager of Libbey-Owens-Ford Glass Company, reports that advertising spectaculars are a regular part of the company's business paper advertising appropriation; that they are used regularly; and when thoughtfully prepared they justify the cost.

#### Media Directors Divided

Opinion of media directors is divided. Lack of continuity is mentioned by many as a drawback. Several say the use of spectaculars in business papers is overdone. A larger number say that the cost does not justify their



**INSTITUTIONS** carried this 12-page advertisement in a recent issue. It is a 12-page recipe booklet stapled to a full-page Campbell's Soup advertisement.

use. A similar number like them, but all qualify their responses by pointing out that spectaculars have to serve a specific purpose.

Media director comment varies considerably:

"You can make this type of ad *work harder* for you through merchandising. There are times when spectaculars are a disadvantage: using them when not necessary; having a theme that is in poor taste (e.g. boast-and-brag); overdoing by cramming too much non-essential



A POP-UP LIKE THIS, although novel, could be construed as inhibiting readership. Once the rubber band inside the pop-up functions, it becomes difficult to turn the pages, as the pop-up will not lie flat unless forced down.

## ADVERTISING SPECTACULARS

Multiple-page advertisements (sometimes called *spectaculars* and *block-busters*) take many shapes, sizes, weights, and ingredients. The Post Office requires, among other things, that they carry imprinting. Otherwise they may be paper, foil, laminate, cellophane, and similar thin materials. They must be originally intended for use as pages in the publication, and must appear there first. (See next page, "New Post Office Regulations on Advertisements.")

The Associated Business Publications has made a number of studies on business publication insert practices. They indicate the types of inserts used (multiple-pages, gatefolds, die-cuts, pop-ups, etc.) and publisher procedures concerning them. John Babcock, vice-president, ABP, maintains a current file of information and samples. Just recently the ABP released a film on the subject.

material into the spectacular; not following up with a merchandising program."—John J. Sperling, vice-president and media director, Beaumont, Heller and Sperling, Inc., Reading, Pa.

"If books were not so crowded with ads, spectaculars would not be so desirable. How well a spectacular is merchandised to the trade, sales people, and others, is the real key to its success. In themselves, they're a questionable buy."—Mrs. Ellen Edwards, media director, Farson, Huff & Northlich, Inc., Cincinnati.

"Excellent, provided you have a qualified reason."—Julian Gran, vice-president and media director, Marsteller, Rickard, Gebhardt and Reed, Inc., New York.

"I believe they are excellent for certain clients, especially companies with multiple product lines which are being sold to the same market."—Ernest C. Clark, Jr., vice-president, Henry A. Loudon Advertising, Inc., Boston.

"I believe they serve a definite purpose. I also believe there should be a limit on how many a publication should carry in one issue."—George S. Niles, media director, Hazard Advertising Co., Inc., New York.

"Most are run at the cost of continuity, and are not justified."—John L. Manning, media director, Kercher, Helton & Collett, Inc., Dayton.

"They leave me cold. I am of the opinion the same results can be accomplished in other ways and as fast at less cost. Nothing can be substituted for good planning."—Merrill Symonds, chairman, Symonds, MacKenzie & Co., Chicago.

"Hurts other advertisers in the same issue."—Anonymous.

"If business publications would offer three and four colors, plus the type of space units now being offered by leading consumer magazines, much of our problem would disappear."—Anonymous.

"It's like staging one terrific binge instead of enjoying

a couple of sociable and relaxing cocktails before each dinner."—Anonymous.

"Like whiskey, if used with discretion and at the proper time, they serve a purpose."—Betty Swords, media director, Howard Monk & Associates, Rockford, Ill.

"They should have a reason for being . . . otherwise they can become commonplace . . . clumsy."—Pat Wagner, media buyer, Doe-Anderson Advertising Agency, Inc., Louisville.

Significantly, media directors or clients rarely initiate spectaculars for business publications. Usually it's the account executive, with the plans board or creative group occasionally participating.

Often, according to the media directors, an extra appropriation by the client is required. Sometimes it's a readjustment of the appropriation, or a combination of these two. However, a sizable number report that there is enough advance planning to include spectaculars as part of the regular appropriation.

### Attitude of Publishers

Publisher thinking provides an additional perspective. The publication is the control point mechanically. Publisher's policy can either stimulate or deter use.

It is important to keep in mind that the trend towards more spectaculars in business publications is moving ahead at a strong pace. Of the selected publishers responding to MEDIA/SCOPE's query, 65 per cent said they are carrying more advertising spectaculars in their publications as compared to 12-18 months ago. Four per cent said less, more than 20 per cent approximately the same number.

There seems to be no particular trend in the types of spectaculars. Most fall into the multiple-page and gatefold categories. Consecutive right hand pages are becoming a bit more popular. Some increase is noted in the use of pop-ups, but with this is coming much concern on the part of publishers that readers and other advertisers will object. Some do.

Significantly, few publishers report complaints from advertisers who do not use (or cannot afford) these block-busters. Four did say "not yet," as if anticipating problems. Most publisher concern is about readership and reader reaction, especially where editorial material is concerned.

Publisher restrictions vary. Type and weight of stock, possible problems in the bindery, size and shape of these unusual advertisements, seem to be the main considerations. Most publications are now familiar with the new postal regulations, and the localized administrative and communications procedures. Positioning is sometimes a factor in accepting or rejecting these advertisements, which is an either/or problem which does not come up often. Good taste is becoming an important yardstick reflecting publisher concern about reader reaction.

G. R. Schreiber, editor and publisher, *Vend*, sums the pop-up situation pointedly: "I am of the opinion that a publisher ought to do his very best to make certain

that the pop-up insert does not interfere with the reading of his book. All of us put in a lot of time and effort, to say nothing of money, trying to make our product easier to read. The pop-up advertisement can, in some forms at least, actually make the job of reading the book (and I mean the editorial as well as the advertising) difficult for the reader.

"At the moment, our policy is to examine each insert idea individually. While we do not want to make our magazine difficult to read, at the same time we do not want to stifle the creative imagination of our advertisers. Like everyone else, we are interested in getting excitement into our book, provided we don't sacrifice readability for the excitement."

### Rates Vary

Rate charges for the spectaculars vary. Most publications charge black-and-white rates times the number of pages. Premium charges are made when the advertisements create special production and bindery problems. Some publications charge the island one-half page rate for spectaculars which are less than one-half page in size. Special discounts are rare, with most publishers applying the regular rate card prices.

Some publishers are worried about the effect of the spectaculars on continuity. They prefer to see regular advertising programs instead. Others feel there is less revenue from color advertisements as a result. However, most report that advertising volume is up slightly as a result of the trend to these unusual advertisements.

The advertisements are often checked for readership by various leading business researchers (Starch, Mills Shepard, Readex, Reader Feedback, Ad Gauge, etc.). *Electrical Merchandising* made a survey a few years ago which indicated there was no detracting from readership of run-of-book advertisements.

Another leading business publication in a more industrial-type field reports: "Our reader rating studies do not indicate unusually high readership unless the advertising message is important, well-handled, and clearly directed to the right audience."

A generally favorable response was received from another business publication which polled all of its readers.

### A Growing Trend

In summary, it might be said that the trend toward the advertising spectacular in business publications has not yet reached its peak. More research is needed to establish and identify the values derived. Varied opinions exist in the fields directly concerned—advertiser, agency, and media. Better ground rules need to be established for rates, uses, and types. Richard C. Crabtree, sales service manager, *Architectural Record*, emphasized this recently. Speaking at Eastern Conference, Associated Business Publications, February 1959, he said in part:

"Sometimes the blockbuster or unconventional ad tries to serve too many purposes (such as not addressed to a

specific audience, or used as a brochure, mailing piece, merchandising folder, catalog sheet, envelope stuffer) and it ends as a compromise of many divergent promotional efforts. Its impact as advertising suffers thereby. . . . All too often an advertiser thinks with a fixed focus upon reader impact of a single unconventional or spectacular insert. However, the fact of the matter is that he and his competitors come up to bat every time the logical media in their market are published. . . .

"So let's not become entranced with the unusual, the unconventional, the spectacular insert to the point that we do not serve the best interests of reader, advertiser, agency, and publisher. These four factors are essential in our business equation. If you short-change one, the equation will not prove out, and the other three will suffer. A balanced policy is required and must be maintained. . . ."

## POST OFFICE RULES ON ADVERTISEMENTS

(As adopted May 9, 1958)

### CHAPTER 1—POST OFFICE DEPARTMENT

#### PART 22—SECOND CLASS

The proposed amendments to § 22.4 published in the *FEDERAL REGISTER* of May 9, 1958, at page 3103 (23 F. R. 3103) are hereby adopted as regulations of the Post Office Department, as set forth below.

In § 22.4 *What may be mailed at second-class rates* amend paragraph (i) to read as follows:

(i) *Advertisements.* All advertisements in periodicals must be permanently attached. Page numbers are not required in periodicals, but when numbers are not carried on pages of advertisements and the other pages carry numbers, whole numbers in sequence must be allowed for the pages of advertisements. When pages of advertisements carry page numbers, the other pages must also be numbered, and the advertisement page numbers must be either whole numbers in sequence with the numbers on the other pages or the whole number of the last preceding page with alphabetical suffixes in sequence beginning with the letter "A." Independent publications may not be inserted in periodicals as advertisements. The physical make-up of advertisements may include such features as the following:

(1) Different advertisements may occupy the same space in different copies of the same issue.

(2) Pages of advertisements may not be smaller than  $\frac{1}{8}$  of the size of the regular pages when they include coupons or application or order forms occupying one-half or less of the pages as permitted by paragraph (h) (3) (v) of this section.

(3) Advertisements larger than the regular pages may be prepared for folding out horizontally, vertically, or both.

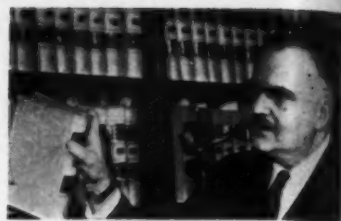
(4) Advertisements may be die-cut or deckle-edged.

(5) Multiple page advertisements may be prepared for detachment as permitted by paragraph (h) (3) (i) and may be held together by staples or other means separate from and in addition to the regular binding of the periodical.

(6) Advertisements may be printed upon sheets of paper, cellophane, foil and other similar material.

(7) Advertisements may include statements that they are printed on the product or by means of the product of the advertiser.





## Increasing Legal Entanglements in Cooperative Advertising: 1.

*11 points the advertiser should check to keep his cooperative program legally acceptable.*

By Morton J. Simon  
Member of the Philadelphia Bar

**T**HE TIME HAS COME to take another careful look at the legal aspects of cooperative advertising, particularly as recent developments have affected them.

Back in 1953, I did a series of five articles on this subject. Again in 1956, I devoted a chapter to the same theme.\* At both times, I took a rather dim view of certain practices in this advertising area. As a result, I received considerable criticism.

Since then, nothing has occurred to change my opinion. In fact, it is safe

to say that the situation, both legal and practical, is becoming so bad that many manufacturers in many different industries are today reappraising both the basic validity of cooperative advertising and the details of their own plans. Furthermore, the Federal Trade Commission is moving with increased alacrity against misbegotten advertising allowances and their improper administration.

It is generally said that about 20 per cent of the total national advertising investment is spent in cooperative advertising. This would amount to about \$2 billion. This is an estimate only of the dollars spent (or intended to be spent) in the advertising itself; it does not presume to include or estimate the many additional millions which are spent in the administration of this huge advertising treasury.

This 20 per cent figure may vary upwards in particular industries or in particular areas. For example, a representative of the daily newspapers in Maine estimated that 38 per cent of their income was from cooperative advertising. This evidence was given at the hearing in March of this year before the Joint Taxation

Committee of the Maine Legislature in opposition to the then pending advertising tax in that state.

### Misuse of Appropriations

In view of this volume it is easy to understand the concern of the manufacturers footing the bill when it is estimated that as much as a half thereof never is spent for its original productive advertising purpose. In other words, perhaps 10 per cent of the total national advertising budget is being sidetracked from its proper and intended function through snowballing abuses.

Many of these factual abuses are also likely to be legal abuses as well. In fact, one of the areas of concern frequently mentioned by the advertisers themselves is just that: the possibility of legal involvement.

Actually, of course, the basic legal requirements of legitimate cooperative plans have changed little over the years. What has changed is the increased inclination of many large retailers and chains to convert an im-

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Mr. Simon, who is the author of "The Law for Advertising and Marketing," has written numerous articles for MEDIA/SCOPE on the legal aspects of media buying. In addition to his present discussion, Mr. Simon will contribute two additional articles for successive issues on the subject of cooperative advertising. In September he will discuss the nature and tricks of double-billing, and the legal consequences thereof, from the points of view of the media, the manufacturer, and the retailer. In October, he will conclude his series with an inquiry into methods of preventing double-billing, the importance of the new Federal tax attitude toward cooperative advertising, and certain problems resulting from special State laws, such as milk control laws.

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\*See Morton J. Simon: "The Law for Advertising and Marketing," W. W. Norton, N. Y., 1956, Chapter 23, pp. 411-440.



*The St. Lawrence Seaway...*

*another* **BLUE CHIP**  
*investment in*  
*Bay City, Michigan*



**DEFOE SHIPBUILDING CO. LAUNCHES THE FIRST OF FOUR MISSILE DESTROYERS ON CONTRACT MADE POSSIBLE BY SEAWAY**

Opening of the St. Lawrence Seaway has made Bay City, Michigan, a full-fledged Sea Port of the World with the general consensus it will be among the top beneficiaries of all ports served by the Seaway.

Well-located in the Midwest, this port has received its share of attention from firms who have made inquiries and sent representatives to gain first-hand information about its facilities, its people, its schools and Bay City in general. Without exception, they have been favorably impressed.

The Defoe Shipbuilding Company of Bay City is currently working on a \$68,000,000 contract to build four missile destroyers, the first of their kind to be built anywhere. Completion of the Seaway made possible the

awarding of this contract to Defoe, thus making available to the defense effort of the nation the great boat-building "know-how" of this nationally famous firm. Additionally, over 1,600 job opportunities, lasting through 1961, have been created through the awarding of this contract—with the likelihood of more contracts to follow now that the Seaway makes possible the full potential use of Defoe's ability.

Yes, the Bay City market is solid, prosperous and growing. Worth a blue chip advertising program.

Your advertising covers the market through a single medium, The Bay City Times. It takes your message to 85% of the families in Bay County. Put the Bay City Times to work for you.



## THE BAY CITY TIMES

**NATIONAL REPRESENTATIVES:** A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

**A Booth Michigan Newspaper**

portant advertising technique into a series of money-making deals.

Cooperative advertising payments frequently are a very important source of net income to food and drug chains and other large recipients of cooperative money.

If these practices existed in a legal vacuum, there would be no need for this discussion. The only question remaining would be whether or not the manufacturers saw fit, from a practical merchandising point of view, to tolerate the perversion of

this traditional sales tool. As we know, however, there is no such legal vacuum. In fact, the well-advised manufacturer has for years tailored his cooperative offers according to legal requirements, particularly those of the Robinson-Patman Act.

**Large cooperative users are themselves reappraising and, in some cases, resetting these advertising structures.** This is, at the present, more than a spotty development. Even in the food industry, one of the largest users of cooperative

advertising, some well-known brands are going so far as to do away entirely with their programs. In some instances, this advertising volume is not going into any other media, while certain manufacturers are substituting their own advertising for the cooperative. The pattern is uncertain, although the trend is clear.

Thus Jantzen, after 25 years of cooperative advertising, dropped it, and substituted more closely controlled local level advertising, thereby, according to Advertising Director Bruce Sturm, doing a "stronger job for retailers and itself."

### 11 Criticisms of Cooperative

This is not the place for an extensive discussion of the pros and cons of cooperative advertising from the purely productive point of view. Much has been written on this subject. The discussion has turned critical. Much of the speculation seems to point toward substantial changes in the cooperative structure, even where particular manufacturers retain a program of some sort.\*

Such critics have dealt carefully with the actual trade developments in the last few years, and have forcefully pointed out that the theoretical benefits of cooperative advertising have failed to materialize in practice; even more, they have degenerated frequently into a series of abuses resulting in uncontrollable losses to many large users.

Without going into a detailed examination of these recent developments, certain of them are basic to the following legal discussion. Of primary importance to any legal consideration are the following:

1. Cooperative money has come to be used for operations other than advertising.
2. A substantial portion of this money is so managed as to be retained by the retailer as additional profit.
3. Certain retailers are today making a larger net profit on their cooperative advertising money than on their basic merchandising and sales functions.
4. Some large chains and department stores have come to act as brok-



**They build only castles...** and skyscrapers and shopping centers and schools and other important buildings...but they build them aplenty!

But these contractors and architects and dealers who build these buildings were not happy. There was no magazine exclusively for their needs. The architect magazines had only designs and finished buildings. The construction publications had too much on roads and bridges and too little on buildings. And residential construction magazines were not for them.

What was needed was a magazine devoted exclusively to reporting methods for using materials to construct important buildings.

And so BUILDING CONSTRUCTION ILLUSTRATED was published for this three-man building team that builds only buildings.

**BCI**

**BUILDING CONSTRUCTION Illustrated**

5 South Wabash Avenue • Chicago 3, Illinois

The only magazine exclusively reporting methods for using materials to construct important buildings

\*Among the most illuminating of these critiques have been those by Lester Kragman, executive vice president, The Gettschall Co., and by E. B. Weiss, director of merchandising, Doyle Dane Bernbach, Inc., the latter being available in booklet form from the agency.

## WHAT'S "MEDIA BUYER"?

## IS IT A TITLE ALONE?

NO.

## IT'S A FUNCTION.

*The media-buying function is discharged by many individuals—media directors, time buyers, space buyers, media supervisors . . . and others whose titles give no hint of their media-buying activities.*

Media/scope is edited and published for the media-buying function.

Media/scope's audience is 93.5% concentrated among men and women who *perform* the media-buying function. Regardless of their titles, they're *buyers of media* when they read Media/scope.

When readers read Media/scope they're media-oriented . . .

. . . in a frame of mind compatible with media advertising

. . . in a frame of mind receptive to advertising.

*That's why 55 media advertisers are represented in this issue, why 129 media advertisers have used Media/scope this year.*

# MTWTF

The RED BANK  
**REGISTER**  
PUBLISHING DAILY  
Starting September 1st

Monday thru Friday  
Evening Editions

Acknowledged leader in its field, the "Register" has been published for more than 80 years as a weekly. 17,385, Mar., 1958, with an average of 65 pages per issue. The "Register" serves the rich Red Bank-Middletown area in northern Monmouth County with more than 3 to 1 margin over any other New Jersey newspaper!

RALPH E. MULLIGAN  
National Representative  
141 E. 44th St., New York 17, N. Y.  
OX 7-6821

# MTWTF

ers of white space or time, peddling this to manufacturers at prices which produce for the retailers very handsome profits.

5. Many large chains or department stores are initiating new and tailor-made media of their own preparation (such as store catalogs) making direct demands on manufacturers for additional cooperative money for such media.

6. Some retailers are blatantly threatening to drop lines unless the manufacturer makes non-proportionate contributions.

7. The continuing substantial spread between local retail rates and the higher national rate is an increasing problem, especially when coupled with local discounts.

8. It is very difficult to obtain any clear accounting of the discounts or rebates given to or earned by retailers against the base rates, even if the local rate card is obtained by the manufacturer.

9. Radio rates are very loose, and it is known that retailers can make almost any kind of deal at the local level, unknown to the manufacturer

and almost impossible to ascertain in many instances.

10. There is an increasing demand by retailers for sharing in production costs of the cooperative advertising and even of the retailer's overhead.

11. These changes are often inflated, even when the manufacturer authorizes their inclusion in the retailer's bill.

These, then, are some of the actual and financial developments against which users of cooperative advertising, the media, and their counsel must consider their legal positions.

### Areas of Concern

The areas of concern are generally as follows:

1. Compliance of the cooperative advertising program with the Robinson-Patman Act.

2. The various legal implications of double billing under both this act and other statutes, both State and Federal.

3. The prohibitions under certain special State laws, such as milk control laws.

4. The recent change in policy as to the base for the calculations of the Federal Excise Tax.

Turning to the most obvious of these enactments (Robinson-Patman Act), there is really nothing new to be said about the law itself. Generally speaking, advertising allowances which were legal in the past are still proper.

However, it should be noted that the FTC, which is charged by law with the enforcement of the Act, has been considerably more curious about cooperative advertising plans than in the past. More and more complaints have been filed on these grounds.

It may even be said that certain large users of cooperative advertising have "got religion" as a result of this continuing FTC campaign of enforcement. Nor is this campaign limited to smaller advertisers or lesser known brands. The FTC has taken issue with the biggest in the country in many different industries; much more to the point, the FTC has had a very high degree of success in its cases.

On the other hand, the mind of man is extremely fertile, and the minds of some manufacturers (sometimes working in conjunction with

I'M OLDER THAN YOU THINK \*



\*

IN  
MANY  
WAYS

I'm 14 years old and love to plan parties. Like the other 2,161,000 "young hostess" readers of AMERICAN GIRL, aged 10 through 16, I entertain 10 friends 3 times a month . . . shop for the food, beverages, records and favors that make these get-togethers such fun.

Sell the market where buying begins. AMERICAN GIRL delivers your sales message first (median age 13.8).

## AMERICAN GIRL MAGAZINE

Published by the Girl Scouts of the U.S.A.

830 Third Avenue, New York 22, N. Y.





*In Philadelphia nearly everybody reads The Bulletin*

**The Evening and Sunday Bulletin, Philadelphia**

ADVERTISING OFFICES: Philadelphia • New York • Chicago  
 REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco  
 FLORIDA RESORTS: *The Leonard Company* • Miami Beach

### 3-stage reporting keeps Feedstuffs first in its field

If it's important, it begins as news . . . grows into a trend . . . becomes an established principle. Only *Feedstuffs*, in the formula feed industry, gives readers this complete 3-stage reporting on what's important to them. News . . . news related to other news . . . news studied, analyzed, even backgrounded by independent experts; that's the editorial format for **FEEDSTUFFS**. It's the biggest, most-looked-for business publication among feed men, particularly the planning and purchasing people. It carries the most advertising, too—by lineage and by number of advertisers.

## FEEDSTUFFS

The complete idea source for feed men  
An informed audience is a buying audience

**The Miller Publishing Company**  
2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City

their large customers, chains or department stores) have been working overtime on devices to circumvent the proportionality requirements of the Act.

#### Proportionality Requirement

Since the proportionality requirement is so important under the Act, it is worthwhile to review its meaning. Essentially, it is unlawful for any manufacturer or advertiser engaged in interstate commerce to pay one of its customers or purchasers for services rendered by the latter unless such payments are "available on proportionately equal terms to all" such competitive buyers. This explanation deals only with *payment* by the manufacturer. The same proportionality rule applies, however, in connection with the rendering of services by a manufacturer to its buyers.

One of the key words in the act is "available." This has been held to mean that the manufacturer must actually make known to all of its customers that a particular advertising allowance or cooperative advertising plan will be followed by the manufacturer. It is not enough to make the payments on a particular basis to a particular customer when the customer affirmatively asks the manufacturer for such payments. This is discussed below at some length in connection with the developing situation of unusual demands which are being made by some large retailers.

#### FTC Rule

The attitude of the FTC on proportionality and its application is well stated in one of the Trade Practice Rules issued for the Cosmetic and Toilet Preparations Industry. This Rule is followed by a so-called "Explanatory Analysis" which the Commission suggests is "one, but not the only, method of complying with the requirements of the act." This explanatory analysis method of detail is as follows:

"The industry member may offer, simultaneously, to each competing resale customer, the same kind of

- "1. Promotional service, or
- "2. Facility, or
- "3. Allowance,

"The value of which must be equal to a uniform percentage of dollar volume

- "1. Of the sales or purchases by

each customer of the industry member's products,

- "2. Computed for an identical, specified period of time.

"However, if the same kind is not usable and suitable under reasonable terms and conditions to "all such customers, and is offered to one,

"The others must be offered an alternative type of

- "1. Promotional service, or
- "2. Facility, or
- "3. Allowance, and

"The alternative type must be

- "1. Of equivalent measurable cost, and

"2. Usable by the customer and suitable with respect to his facilities and character of business; and

"All such customers must be promptly informed of

- "1. The kind,

- "2. The amount, and

- "3. Terms and conditions of the offer.

"Also: When the offer is conditioned upon something reciprocal to be furnished by the customer, the member

- "1. Must require of all customers the same proportionate reciprocity (equality of ratio as to the measurable cost of that supplied by the member);

- "2. Must take every reasonable precaution to see that what he pays or furnishes is used in accordance with the terms of his offer; and

- "3. Must cease furnishing or paying it to the customer when the industry member knows, or has reason to know, it is not so used."

#### A System Legally Sound

This is a simple type of plan to satisfy the act. Many manufacturers use it in some form or other. But it is not the only acceptable system. Any arrangement will be legally sound if it is:

1. Originated by the manufacturer and not by the customers;
2. Designed on an objective basis;
3. Available to all competing customers;
4. Clearly made known to all such customers;
5. Non-discriminating in application;
6. Broad enough to include suffi-

cient acceptable media or services suitable to all such customers;

7. Not tailor-made for the benefit of a few customers; and

8. Administered and paid without deviations from the original plan.

It is impossible in the relatively limited scope of the present discussions to comment on every type of plan and its relative strengths or weaknesses. However, the following will serve as example of an unsatisfactory arrangement, containing, as it does, several illegal elements.

### Annoying Demands

From the point of view of the manufacturer, one of the most annoying and time-consuming aspects of cooperative advertising is the request (perhaps *demand* is the better word) made by certain large chains or department stores for special types of cooperative advertising.

Legally, such a demand raises very serious questions.

We know, for example, that smaller retail operations do not and cannot print such catalogs or maintain such programs. Only the larger of the retailers can do this. Furthermore, the manufacturer's contribution to such cooperative efforts is usually quite substantial, and may very easily throw the entire cooperative offer out of balance. In some instances with which I am familiar, there is very little question but that the proportionality requirement under the Robinson-Patman Act is disregarded when the manufacturer accedes to such a demand.

Probably the best explanation of this danger is contained in "Advertising and Promotional Allowances" by Feldman and Zorn. In considering this matter from the buyer's point of view, these authors write:

*"Don't initiate advertising arrangements yourself. Accept only those which come from the supplier. Never ask a supplier for an advertising arrangement unless he gives satisfactory assurances that he will give the same arrangement to all your competitors. Offers of advertising deals should originate with the supplier in openly offering the same arrangement to the trade on proportionally equal terms."*

*"As a corollary, don't negotiate with the supplier in regard to the amount of allowance which you are*

*to receive under the arrangement. Allowances set on the basis of the 'customer's yardstick' are immediately suspected of violating the act. Such negotiation of the amount of allowance implies that the supplier has no uniform plan of payment, and grants different allowances to different customers on a basis which, instead of being objective and clearly defined, varies from customer to customer depending on the customer's skill in bargaining or the economic pressure he can exert."*

Accordingly all manufacturers should refuse such demands. It is possible, of course, that such a relationship will not violate the Robinson-Patman Act. For example, the use of store catalogs or radio and TV programs may be included in the list of acceptable media when the manufacturer presents his offer or contract to all of its customers. This would be satisfactory, provided the proportionality requirement is obeyed and the offer is not so tailored as to otherwise violate the act.

Under item No. 8 above, mention was made that a cooperative advertising offer must be administered in such a way that the proportionality requirement is honored. In view of the increased types and numbers of media being considered as acceptable by manufacturers, the administration of any system has become increasingly difficult.

### Obligation to Police Program

Even without the injection of that problem, the manufacturer has the legal obligation of policing his cooperative program adequately so as to preserve the proportionality element. In other words, a plan which was originally acceptable may lose such status if its handling is slipshod and indifferent, as a result of which certain retailers are being allowed to make unjustified claims.

This is on the surface a practical day-to-day matter rather than a legal one. Yet a breakdown in administration could — and frequently does — lead to legal involvements.

These are some of the key phases of the system which must be checked continuously:

1. Routine examination of tear sheets and affidavits. This involves such simple things as measuring the advertising against the claimed lineage.

(Continued on page 83)

## Reach a New Market in a Big Way!

Farm Store Merchandising — a relative newcomer to the Miller Publishing Company family — has a success story that reads two ways:

1. Its warm reception by over 30,500 farm store owners . . . men who have found its modern merchandising and profit-making ideas a real help in setting their own buying, selling and management plans.
2. Its endorsement by "blue chip" advertisers — over 100 of them — who are running continuing campaigns in Farm Store Merchandising. They have discovered that the farm store is an important outlet for their products . . . in many cases a big new market.



published exclusively for farm store managers. Write:

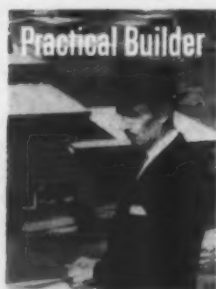
**The Miller Publishing Company**  
2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City



# Sales happen when the builder is in the media picture



To advertise any product with sales success, you have to reach the *buyer*. It is the *builder* who *buys* in the \$40 billion home building and light construction industry. Architects, realtors, lenders or other "influences" count for little—you must *sell* the builder.<sup>1</sup>

Only one magazine, PRACTICAL BUILDER, is edited *exclusively* for builders. It is the magazine 88,684<sup>2</sup> prime buyers read and depend on; the magazine that reaches more builders, more builder buying power, at the lowest cost.

Fact . . . not fancy . . . is PB's reader-forte! Solid fare, served with professional appeal by the industry's largest, most experienced editorial staff, is the formula. It has earned a following—and follow through—that is distinctively "PB".

Fact . . . not fancy . . . earns PB the preferred position in the media picture, too. Increased use of PRACTICAL BUILDER by regular advertisers, and more new advertisers (by far) have made its "advertising gains" record outstanding. *Yes, the "trend is to PB" . . . it makes sales happen!*

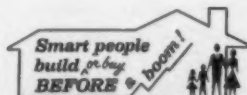
## Practical Builder

5 SOUTH WABASH AVENUE, CHICAGO 3, ILLINOIS

Offices in New York, Cleveland, Los Angeles, Miami, San Francisco and Portland

<sup>1</sup> Write for John T. Fordick Associates Study, "Who buys building products and materials, who influences the selection of types and brands?"

<sup>2</sup> 88,684 prime buyers, publisher's total of classifications 1 & 2, ABC Publishers Statement, December 31, 1968.



PB's industry-wide promotion, credited with creating 200,000 additional housing sales in 1958 and 1959.

(SEE SRDS "TELL ALL" CLASS. #19)

Joseph Geeraert, nationally-known Maryland builder



(Continued from page 81)

2. Checking the arithmetic in the retailer's bill and claim. Ridiculous as the practice may seem, I know of several instances in which retailers "accidentally" extended calculations incorrectly. Of course, erroneous extensions always favor the retailer, and, in the ones with which I am familiar, followed a very definite pattern. It was more than continuing coincidence.

3. Checking of rates used in the retailer's bill. This is necessary even if double billing is not involved. Many cooperative offers specifically state that the claims be based on local rates only, and, therefore, this must be checked against the cards.

4. Carefully cumulating accounts against each retailer's maximum dollar allowance. A legal plan will quickly evaporate if the manufacturer permits payment of unlimited amounts to certain retailers, resulting in an increase in the amount to which they are entitled under an otherwise proper formula.

5. In connection with certain types of acceptable media such as point-of-purchase, direct mail, wall signs, not susceptible to check by tear sheet or affidavit, the manufacturer's salesmen, missionaries, or rackjobbers should make sure that the retailer is actually delivering as claimed. Failure to do so to deliver—or collect payment—has been a recognized loop-hole device in several cases in which I have been involved.

6. Analysis of retailer's production costs if they are considered acceptable under the plan. This may require the establishment of reasonable across-the-board standards to avoid the extreme difficulties of actual checking in each instance.

7. Similar analysis when dealing with special, non-general media types such as Christmas catalogs.

8. Examination of the records of distributors if the manufacturer does not deal directly with his retailers.

9. Checking of the provisions of the cooperative contract against the performance submitted. This involves many details, varying from contract to contract.

10. Insistence upon proper compliance without favoritism. Again, an objective standard is needed. ■

**"ADULTS WILL LOVE IT...  
LET'S SELL IT ON WJR."**



WJR specializes in adult audiences... and holds them with complete-range programming... programming with something for everyone.

If you'd like to reach adults (people with the money to buy your product or service), get *all* the facts on WJR from your advertising manager, agency or Henry I. Christal representative.

**WJR**  
**DETROIT**  
**760 KC**  
RADIO WITH ADULT APPEAL

## **Urgent Notice to:**

**McCANN-ERICKSON**

**KENYON & ECKHARDT**

In their current courtroom clash, your plywood clients (U. S. Plywood and Georgia Pacific Corp.) are letting the chips fall where they may. *FORBES*, in its July 15th issue, reports how Georgia Pacific cut the limb out from under U. S. Plywood with a series of lawsuits that splintered U. S. Plywood's pending acquisition of Booth-Kelly Lumber Co. *FORBES* also notes that USP's chairman Antoville has his heftiest legal axes honed for the battle of the tall timber. What legal technicality is Georgia Pacific's Owen Cheatham using to pull U. S. Plywood thru a knothole? What made Booth-Kelly worth a lofty 85-times-earnings to USP—and why may it be worth even more to already reserve-rich Georgia Pacific?

*FORBES'* penetrating analysis answers these and other questions... sizes up the situations *you need to know about*... adds to your client-insight and understanding.

Over 300,000 key executives look to *FORBES*... look in *FORBES*... for facts that keep them in the know. Every issue highlights news-making companies and industries—brings you inside, incisive information on what's happening and why. *FORBES' Decision-Power*... 300,000 strong... is pulling more and more advertisers into the pages of *FORBES*, regularly. Your copy of July 15 *FORBES* sent free. Address *FORBES*, Dept. 567, 70 Fifth Avenue, New York 11, N. Y.



**FORBES GIVES YOU 300,000 DECISION-POWER**

# First Half Rate Changes

By Harry J. Johnson, Research Consultant



## BUSINESS PUBLICATIONS Rate Changes, First Six Months, 1959

(One Time, Black-and-White Page Rates—U. S. Business Publications)

Circulation Groups	Total	Number of Business Papers				Median Changes
		Changing Rates	Increase- ing Rates	Decrease- ing Rates	Range of Changes Low % High %	
100,000 and over.....	36	10	10		2.7 15.9 10.0%	
50,000 - 99,999.....	78	26	25	1	-1.8 87.5 14.7%	
25,000 - 49,999.....	212	54	52	2	-20.7 50.0 11.1%	
15,000 - 24,999.....	210	62	60	3	-54.6 50.0 12.9%	
10,000 - 14,999.....	256	70	67	3	-22.0 69.6 14.9%	
5,000 - 9,999.....	470	88	87	1	-33.3 69.2 12.3%	
2,500 - 4,999.....	340	55	54	1	-29.4 177.8 14.6%	
1,000 - 2,499.....	150	14	14		7.1 50.0 25.9%	
999 and less.....	9	4	4		9.4 38.5 25.0%	
Circulation Not Given.....	174	17	15		-38.2 35.7 14.7%	
TOTALS.....	1,935	400	388	12	-54.6 177.8	

(Source: SRDS Business Publication Rates and Data, 1959)

## CONSUMER MAGAZINES Rate Changes, First Six Months, 1959

(One Time, Black-and-White Page Rates—U. S. Consumer Magazines)

Circulation Groups	Total	Number of Magazines			Range of Changes		Median Changes
		Changing Rates	Increase- ing Rates	Decrease- ing Rates	Low %	High %	
2,000,000 and over.....	19	14	14		5.0	57.0	10.0%
1,000,000 - 1,999,999.....	22	15	13	2	-13.0	25.0	10.0%
500,000 - 999,999.....	40	18	17	1	-15.4	31.3	10.1%
250,000 - 499,999.....	57	22	19	3	-16.7	48.4	13.2%
125,000 - 249,999.....	54	12	11		-33.3	33.3	16.9%
75,000 - 124,999.....	43	12	10	2	-35.6	49.3	18.2%
50,000 - 74,999.....	30	5	5		6.7	39.3	16.0%
25,000 - 49,999.....	56	12	12		2.2	58.3	18.5%
10,000 - 24,999.....	43	8	8		3.0	65.2	20.0%
9,999 and less.....	31	2	2		12.0	15.0	
Circulation Not Given.....	46	6	5		-24.7	42.9	33.3% <sup>4</sup>
TOTALS.....	441	126	116	10	-55.6	65.2	

(Source: SRDS Consumer Magazine Rates and Data, 1959)

## NEWSPAPERS Rate Changes, First Six Months, 1959

(One Time Flat Line Rate—U. S. Newspapers)

Circulation Groups	Total	Number of Newspapers			Range of Changes		Median Changes
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	
400,000 and over.....	17	8	8		4.8	9.1	6.0%
200,000 - 399,999.....	49	17	17		3.9	15.0	7.3%
100,000 - 199,999.....	57	19	18	1	-25.0	11.1	7.9%
50,000 - 99,999.....	111	32	32		3.2	20.0	8.0%
25,000 - 49,999.....	167	54	54		5.0	22.2	8.0%
10,000 - 24,999.....	378	81	80	1	-16.7	25.0	10.0%
5,000 - 9,999.....	396	101	101		5.9	40.0	12.5%
4,999 and less.....	411	56	56		6.6	42.9	12.5%
TOTALS.....	1,588	368	366	2	-25.0	42.9	

(Source: SRDS Newspaper Rates and Data, 1959)

**BUSINESS PUBLICATIONS** During the first half of both 1958 and 1959, out of five of 1,935 business publications considered in this report, increased one-time black-and-white page rates. During the two previous years the portions were 22 per cent in 1957 and 16 per cent in 1956. Frequency and size of change by circulation groups have remained similar to a year ago. Slightly more than one-fourth (27.4 per cent) of those business publications with circulations more than 15,000 increased their rates, while slightly more than one out of six with circulations below 15,000 boosted rates this year.

**CONSUMER MAGAZINES** For the past three years, fewer consumer magazines have increased their rates each succeeding year. The first six months of 1959 saw 26 per cent of the magazines increasing rates, compared with 30 per cent in 1958 and 35 per cent by mid-year 1957. Ten magazines lowered rates this year, compared with six last year. Slightly more than half (54 per cent) of the magazines in the over half-million circulation bracket raised rates this year, compared with 56 per cent a year ago and 75 per cent during the first half of 1957. One-fourth of the magazines in the 75,000-to-500,000 circulation group raised rates this year.

**NEWSPAPERS** Almost one daily newspaper in four increased rates during the first six months of 1959. This reverses a three-year trend in which fewer daily newspapers increased rates for each succeeding first half year from 1956 through 1958. Among newspapers with circulations in excess of 100,000, 36 per cent boosted rates this half year, compared with 33 per cent doing so a year ago; 25 per cent of the newspapers between 10,000 and 100,000 raised rates during the first half of both 1959 and 1958. One group, the 5,000 to 10,000 circulation newspapers, had 25 per cent of their papers raising rates this half year, compared to only 15 per cent doing so a year ago. (Continued on page 87)

# Look to General Outdoor for Hi-Fidelity REPRODUCTION



**Sara Lee**  
ALL BUTTER  
CINNAMON NUT  
COFFEE CAKE



**General Outdoor**

*General Outdoor's creative experts  
are leaders in the exacting art of faithful reproduction.*

For instance, this Sara Lee outdoor display, another GOA innovation, took months of painstaking work in GOA's giant studio. Being a food product, the illustration had to be realistic—look good enough to eat. With astonishing craftsmanship and imagination, a giant transparency was created—all the

painting being done on the reverse side of a huge pane of plate glass. At night, back lighting gives the illustration visual impact through an extra dimension and a high degree of visibility. This display is just one example of the kind of work available in General Outdoor plants.



#### Erich Leps

Born in Tallinn, Estonia. Studied at the School of Applied Art, the Pallas Academy of Fine Arts. His pictures have been seen in exhibitions, reprinted in art magazines, and purchased for both private collections and art museums. Mr. Leps came to the United States and was self-employed as a portrait painter and art teacher. Mr. Leps has been with GOA for three years.



#### John Svaniga

Born in Buehlovice, Czechoslovakia. In Vienna he studied scenic painting, interior decorating, portrait painting and church mural painting. In 1913, Mr. Svaniga came to Chicago and for 10 years was a GOA pictorial painter. Leaving GOA, he became a free-lance commercial artist doing water colors for lithography. In 1954, he again joined GOA to become a pictorial painter for the cutout rotary.



#### Joseph Tomanek

Born in Straznice, Czechoslovakia. At the age of 22, he moved to Chicago and studied at the Art Institute, spending a year in Europe on a traveling scholarship from the Art Institute. Returning to Chicago, he joined the Thomas Cusack Company as a pictorial painter. Leaving Cusack, he spent 25 years painting large church murals. In 1953, he joined GOA.



#### Luigi Sampieri

Born in Comis, Sicily. His father was an artist and interior decorator. In this environment, Luigi developed a proficiency as an interior decorator, scenic painter and portrait painter. He has held a number of exhibitions of his work both in landscape and portrait. He joined the Vepaco Outdoor Company in Caracas, Venezuela, as a pictorial painter before coming to Chicago and joining the pictorial group of GOA.



#### Sergio Delgado

Born in Monterrey, Mexico. Mr. Delgado studied at the St. Carlos Academy of Fine Arts in Mexico City. He entered the commercial field of art, painting displays for motion picture theatres—mainly Metro and 20th Century Fox—using the air brush technique. Later, he moved to GOA Chicago and entered the school for pictorial painters. His work is known for its "spirit," and pure, fresh color.



#### David Friedman

Born in Mährisch-Ostrau, Austria. Mr. Friedman studied at the Academy of Fine Arts, Berlin. He has had many exhibitions of his work and has painted portraits of many famous people. In 1961, he moved to Israel and became a pictorial painter in a sign shop there. Later he came to GOA Chicago and entered the training school for pictorial painters. He is now with GOA in St. Louis.

## How General Outdoor Makes Selling a Fine Art

GOA, knowing the importance of faithful reproduction in handling illustrations—especially food illustrations—imports European-trained mural and fresco artists. Under these old masters, trainees work to develop new ways of dramatizing product presentation—employing new materials and fresh applications of the old.



Covers 1700 Leading Cities and Towns

## General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois



**RADIO STATIONS** Both last year and this year to date approximately one radio station in eight announced changes in the most expensive one-minute one-time rate, and one station in 15 changed the most expensive one-time one-hour rate. Last year twice as many stations increased minute rates as decreased them. This year about 30 per cent more stations raised minute rates than lowered them. Among the four power groups of stations, the national stations, regional and FM stations all have a much higher portion of stations increasing rates than lowering minute rates. Only the local stations (100 to 1,000 watts) have a larger number of stations reducing rates than raising them. On the hourly basis an almost equal number of stations increased as decreased rates. Here, too, only the local stations (100-1,000 watts) show a greater portion of stations lowering rates than increasing them.

**TELEVISION STATIONS** More than twice as many VHF stations raised the most expensive one-minute one-time rates during the first six months of 1959 as during the same period in 1958. A larger portion of the stations raised minute rates this year than did so in 1957 and 1956, when one-third of the stations increased rates. In addition, only three VHF stations lowered minute rates this year, nine did so last year. On the hourly rate about 50 per cent more stations boosted rates this year than did so a year ago. Although UHF stations have not registered the exceptional rate rise that the VHF stations have shown, their minute and hour rate increases are ahead of last year. Regionally, the proportion of stations increasing rates to total number of stations has remained about the same this year for each region. A year ago the West North Central States were the most active, and two years ago the New England States had a larger portion of stations increasing than did the rest of the country.

## RADIO STATIONS Rate Changes, First Six Months, 1959

### ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total	No. of Stations Changing	Increasing Range of Changes			Decreasing Range of Changes				
			No.	Low %	High %	Median	No.	Low %	High %	Median
National (50,000 Watts)	93	19	15	4.3	94.4	18.4%	4	-1.5	-40.0	30.0%
Regional (5,000-10,000 Watts)	639	109	78	4.2	300.0	21.4%	31	-3.0	-56.7	30.0%
Local (100-1,000 Watts)	2,249	248	114	0.5	125.0	25.0%	134	-2.8	-61.9	25.0%
F. M.	85	17	14	2.6	100.0	60.0%	3	-11.1	-40.0	11.1%
Outside of U. S.	93	10	7	14.3	33.3	22.2%	3	-4.7	-37.5	33.3%
TOTALS	3,159	403	228	0.5	300.0		175	-1.5	-61.9	

### ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Station	No. of Stations Changing		No.	Increasing Range of Changes			No.	Decreasing Range of Changes		
	Total			Low %	High %	Median		Low %	High %	Median
National (50,000 Watts)	93	5	3	1.2	32.1	11.1%	2	-16.7	-22.0	
Regional (5,000-10,000 Watts)	639	39	23	2.9	90.0	18.3%	16	-3.3	-50.0	22.2%
Local (100-1,000 Watts)	2,249	137	54	1.7	212.5	30.0%	83	-2.6	-75.0	21.6%
F. M.	85	16	13	10.0	600.0	40.0%	3	-6.7	-28.6	16.7%
Outside of U. S.	93	6	4	20.0	66.7	26.7%	2	-37.5	-50.0	
TOTALS	3,159	203	97	1.2	600.0		106	-2.6	-75.0	

(Source: SRDS Spot Radio Rates and Data, 1959)

## TELEVISION STATIONS Rate Changes, First Six Months, 1959

### V.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. VHF Television Stations)

Geographic Regions	One-Minute One-Time Rates					One-Hour One-Time Rates				
	Total Stations	Range of Changes		High %	Median	Total Stations	Range of Changes		High %	Median
		No. Stations Increasing	Low %				No. Stations Increasing	Low %		
New England .....	15	5	4.8	22.2	15.4%	4	10.0	25.0	20.0%	
Middle Atlantic .....	32	11	5.0	66.7	20.0%	6	2.4	60.0	20.0%	
East North Central.....	50	20	6.1	163.6	17.2%	8	8.3	133.3	11.1%	
West North Central.....	60	21	7.4	50.0	18.5%	10	7.7	30.0	15.0%	
South Atlantic .....	66	*20	9.1	42.9	22.2%	14	4.2	53.8	20.0%	
East South Central .....	28	14	4.0	55.6	16.7%	*10	5.6	33.3	12.5%	
West South Central .....	64	*23	5.7	33.3	13.6%	17	5.3	20.0	14.3%	
Mountain .....	46	15	6.4	66.6	20.0%	7	10.0	50.0	25.0%	
Pacific .....	42	*18	4.5	86.7	20.0%	10	4.2	33.3	13.3%	
Outside of U. S. ....	20	6	5.3	25.0	20.0%	4	14.3	15.6	14.3%	
TOTALS .....	423	153	4.0	163.6		90	2.4	133.3		

\* One station lowered the hourly rate 5.9%.

\* Three stations lowered the minute rate 15.4%, 20.0%, 21.1%.

(Source: SRDS Spot Television Rates and Data, 1959)

## TELEVISION STATIONS Rate Changes, First Six Months, 1959

### U.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. UHF Television Stations)

Geographic Regions	One-Minute One-Time Rates				One-Hour One-Time Rates			
	Total Stations	No. of Stations Increasing	Low %	High %	Total Stations	No. of Stations Increasing	Low %	High %
New England	5	1		11.8		1		10.4
Middle Atlantic	11	2	8.0	20.0		5	7.1	25.0
East North Central	27	5	7.1	25.7	14.3%			21.4%
West North Central	1					1		25.0
South Atlantic	10							
East South Central	6	1		25.0				
West South Central	4							
Mountain								
Pacific	4	3	16.7	42.9	16.7	3	8.3	16.7
TOTALS	68	12	7.1	42.9		10	7.1	25.0

\* One station lowered the minute rate 9.1%.

\* One station lowered the hourly rate 9.1%.

(Source: SRDS Spot Television Rates and Data, 1959)

# TWO MORE EDITIONS FOR AMERICA'S MOST FLEXIBLE MAGAZINE



Magazine regionalization is an asset to advertising—IF (and it's a big "if") coverage fits your marketing situation. The ability to eliminate that "if" is one reason why TV GUIDE is so attractive to many advertisers.

TV GUIDE leads all magazines in market flexibility.

It delivers that flexibility more economically than any other magazine—thanks to an average \$2 page cost per thousand.

It is broadening that flexibility by expanding its regional editions to 53. The introduction of an Arizona-New Mexico edition (August 1) and Arkansas edition (September 5) further refines your ability to pinpoint the markets you want.

How does this "pinpointing" work? And how can you make it work for you?

*Arizona-New Mexico, Arkansas Editions Bring  
TV GUIDE Edition Total to 53*

ALABAMA	ARIZONA NEW MEXICO	ARKANSAS	BINGHAMTON	CENTRAL CALIFORNIA	N. CALIFORNIA	S. CALIFORNIA
GEORGIA	GULF COAST	HAZLETON- WILLIAMSPORT	ILLINOIS	INDIANA	IOWA	KANSAS
NEW ENGLAND	NEW YORK METROPOLITAN	NEW YORK STATE	N. CAROLINA	S. OHIO	OKLAHOMA	OREGON
N. TEXAS	S. TEXAS	S.E. TEXAS	UTAH-IDAHO	VIRGINIA	WASHINGTON- BALTIMORE	E. WASHINGTON STATE

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TV GUIDE's regional coverage is by far the easiest to buy. No confusion, no complex "plan." You simply buy the editions you want, when you want them . . . no more, no less.

You can buy space in any *one* or any *combination* of the 53 TV GUIDE editions.

You can have full-color pages in the TV GUIDE West Coast combination, reaching the largest West Coast audience provided by any weekly magazine.

You can also buy full color in the big (1,250,000) New York Metropolitan Edition.

You can buy regional coverage in any issue, in any space unit, without waiting for somebody else to buy the coverage or the space you don't need.

Split runs are available in the national feature section. You can use a 2-way geographic split to advertise different brands in different parts of the country . . . and you can use a 2-way or 4-way copy split (with each ad appearing in every second or fourth copy throughout the

country) to promote as many as 4 different brands or test as many as 4 different copy appeals simultaneously.

- The areas covered by TV GUIDE's regional editions are determined primarily by markets rather than by state boundaries. The Cincinnati market, for example, includes parts of three states. You get *all* that market in *one* regional edition of TV GUIDE.
- You can capitalize on TV GUIDE pulling power for coupon offers. Its huge audience and pinpointed distribution provide efficiency and economy.
- Regular card rates apply, and there are no special charges for copy changes.

TV GUIDE tells your sales story locally with the impact and power of America's best-selling weekly magazine. Its effectiveness is paralleled by the most efficient cost structure in publishing today.

TV GUIDE belongs on your schedule.

**7,250,000 CIRCULATION GUARANTEE EFFECTIVE OCT. 31, 1959**



*Buy TV GUIDE nationally  
or in any combination of  
these 53 regional editions!*



The most  
influential  
ministers  
in America  
subscribe to

# Pulpit Digest

23,500 Protestant clergymen are the buyers, the opinion makers, the affluent:

- they pay a premium price to subscribe to this monthly professional journal: \$6.00 a year.
- they spend their own money to buy an astonishing total of 208,350 books a year.
- 63% are ministers of large churches, with more than 250 parishioners.
- 17,625 have the authority to make or to specify purchases. The others advise.

And look at the equipment PULPIT DIGEST's readers were shopping for when surveyed earlier this year:

- 30.9% - Sunday School furniture
- 15.7% - Film or slide projectors
- 13.5% - Pianos or organs

For more information call the national selling organization of  
**JACK BAIN COMPANY**  
545 Fifth Ave., New York 17, N. Y.  
MU 2-3345

WEST: Hurley L. Ward, Inc.  
360 No. Michigan Ave., Chicago 1, Ill.  
CE 4-6769

## ODDS AND TRENDS:

### More Stress on Single-copy Sales?

By Lionel M. Kaufman

*Life*, courting the newsstand trade with a 19-cent cover price, is bringing a declining area of magazine circulations back in prominence.



What's been happening to those newsstand sales that, not so long ago, some of our leading magazines were boasting about, and referring to as the true measure of issue-to-issue reader interest?\*

The publishers have good reason for not talking about them today. For, while magazine circulations are predominantly up, the credit belongs almost entirely to subscriptions.

Of course, the publishers can honestly say they've been planning it that way. The stability and economy of selling magazines by the year, instead of by the issue, have appealed to the industry in this period of rising costs. So they've concentrated selling efforts on subscription offers. The fact that many of the new subscribers were former newsstand customers didn't bother the publishers too much.

Now the picture is changing. Uncle Sam has upped the cost of home-delivering America's magazines to a point that's making the publishers look more longingly at the newsstand again. *Life* may be starting an industry trend. Indeed, *Reader's Digest* is now testing several cover prices.

But it won't be a trend back to the way things used to be. I believe we'll find that selling magazines by the copy today is different from what it was a decade ago.

Then, the newsstand was practically the whole show. We even called our single-copy sales "newsstand sales." But two important things have been

happening to the newsstand recently. First, the traffic on public transportation, on which the newsstand depends for so much of its business, has been steadily declining. Second, more and more of us are now buying our single-copy magazines in the super-market, drug chain, and other retail outlets.

An extreme example of this is the sky-rocketing *TV Guide*, which sells some 50 per cent of its single copies in the food stores, another 10-15 per cent in drug stores.

*Reader's Digest's* growth in the supers has been tremendous, since it persuaded *TV Guide* to share a double rack at the check-out counter.

*Life*, too, must be looking forward to big sales in the stores rather than stands, or it wouldn't have set a 19-cent "change-making" price. The newspapers have found change-making a sales killer, when people are running for a train or bus.

Store-sold magazines are headed home; probably half of the stand-sold copies are going the other way. Store-sold magazines can count on an audience of shoppers; mostly families, rather than individuals. Store-sold magazines have a definite merchandising value, a tie-in with the point of purchase (as *Woman's Day*, and *Everywoman's-Family Circle* will remind you).

Up to now, most of our information about magazine audiences has been based on the checkable subscription part of the audience. If this new type of single-copy sales continues to grow, it may pay both the publishers and the advertisers to take a closer look at the readers who compose it.

\*Refer to MEDIA/SCOPE April 1959, "How Important to Advertisers Are Single-copy Sales?" for an extended discussion of this subject.—The Editor.



Newsweek has a higher concentration of management officials than any other newsweekly.\*

\*Source: 1959 Starch Consumer Magazine Report



*The different newsweekly  
for communicative people*



BSN leads all major monthly magazines—20,000 or more circulation—in pages of advertising  
Source: "Industrial Marketing".

In 1958, as in former years, **BUILDING SUPPLY NEWS** was fourth among all trade publications, nationally, in number of pages of advertising carried:

Publication	1958 Advertising Pages
Florists Review (52 issues).....	4118
Hardware Age (26 issues).....	2972
Industrial Distribution (12 issues).....	2266
Building Supply News (12 issues).....	2081

## DEALER'S CHOICE



Serving the \$40 Billion Light Construction Market, **BUILDING SUPPLY NEWS** is the merchandising guide for dealers whose annual sales volume total \$8 billion—a \$400,000 plus "per dealer" average!\*

Dealer sales volume has jumped 40% in the past 5 years, as contrasted to a 13% increase among hardware dealers. 66.6% of BSN dealer readers have been in business over 20 years, 30% over 50 years. They are taking on new lines by the score, whether they serve rural or industrial trading areas.

BSN dealer readers reach into all potential buyer markets in the industry for sales. They supply the needs of more than 100,000 home builders and general contractors; they are the preferred "one-stop" supply source for millions of "do-it-yourselfers", hobbyists and farmers; they build homes, develop land, finance building projects, instruct builders, manufacture pre-cut panels, stage home shows, etc..

Providing the largest coverage of dealer establishments you can reach in any manner, BSN reaches 82% of all known dealers (their sales volume makes up 90% of the national total). Write for full market information.

\*Standard Rate & Data Classifications 19-39-62-77-81-108

ONE OF AMERICA'S GREAT MERCHANDISING PUBLICATIONS

3 SOUTH WABASH AVENUE, CHICAGO 3, ILLINOIS



Howard G. Sawyer

## How Not To Win with Research

AS A CRUSADER AGAINST media preference studies, I was delighted to read a treatise on the subject produced by a certain business magazine.

Because I believe this work to be a most persuasive contribution to my cause, I beg you to bear with me and perhaps get a chuckle yourself.

"If your editorial program is so hot," the booklet reports an advertising prospect as asking, "why don't you guys win more media preference studies?"

To answer this, the publisher—who says he has long viewed such research with what he calls a jaundiced eye, conducted a couple of studies of his own in order to prove that a magazine preference study which does not conform to the criteria set up by the ARF (which almost none do) can produce untrustworthy information.

The ARF criteria which this publisher believes are most often ignored (and I agree) have to do with the sample, the questionnaire design, the representativeness of the response.

### ARF Criteria

The ARF's criterion No. 4 states that "the laws of probability, permitting calculation of error margins, apply only to truly random sampling." That is, the validity of a survey depends upon the randomness of the sample. A list which does not conform to the dimensions of the universe will not yield a representative sample.

Commenting on questionnaire design, the ARF warns against phrasing such as "usually or regularly read" which maximize such biases as prestige or frequency of issue.

And finally: "In mail surveys, the response as well as the mailout must be representative. To reduce biases growing out of personal interests and economic factors, which are common in mail surveys with a low rate of return, it is desirable to get as close to a 100 per cent return as possible."

The publisher suggests further that an added distortion exists in his industry by virtue of the fact that one of the competing publications is owned by the industry association, its members comprising about a third of of the better-rated firms. "At local and state conventions," he claims, "rank-and-file members are exhorted to 'speak up' for the association book in readership surveys."

So, to prove his point, this publisher made two surveys, conducted under conditions which duplicated—with two exceptions—the usual procedures in such studies. The results, he says, were "a ghastly, unintelligible mess."

Two separate groups of names were withdrawn on an every-nth basis from a list of firms in his industry rated by Dun & Bradstreet at "G" or better. One lot received an aided-recall questionnaire, the other an unaided-recall questionnaire. The study was conducted by a CPA firm.

In the questionnaire design, the first departure from the usual practice was to include a place for checking "no opinion" or "no preference." The second variation was in asking if the respondent were a member of the association.

The aided-recall questionnaire listed the four publications in the field and asked the respondents to indicate which they 1) read, 2) read regularly, 3) found most useful. A

box was provided for checking "No choice for most useful."

The significant facts of the scoring on the first study were:

1. 16.5 per cent response.
2. 46 per cent of the response from association members (comprising only one-third of the list).
3. 72.2 per cent indicated "No choice for most useful."
4. The spread between association members' voting for "most useful" was 21 down to 3, but the spread between non-members was 15 down to 9.

The unaided-recall questionnaire asked for the names of magazines which respondents 1) read regularly, 2) preferred. Again, a box for "no choice" of preference. The results:

1. 9.8 per cent response.
2. 48 per cent from association members.
3. 45.8 per cent reported no preference.
4. The magazine which placed second in the aided-recall study, became fourth in this one.
5. The association publication finished first in preference among association members, but second among non-members.

This publisher concludes his report with the following recommendation on how to win a survey:

"Knowing that the response to any survey will rarely run over 15 per cent, we'd select a small group of rated (firms) and make love to them. We'd take perhaps 1,000 from our list. We'd send them our Marketing Newsletter every two weeks, and write them a personal letter at least four times a year. We'd even give them each one share of stock. And we'd tell them to answer all preference questionnaires they received and answer them in favor of (us)."

"Whenever a survey was made on a 10 per cent sample of the industry's rated firms, we'd be sure to have about 100 friendly firms speaking up for us. In either an aided- or an unaided-recall survey, these 100 friendly votes would give us a hands-down victory, regardless of what the rank-and-file thought of our book. And our 'victory' would be about as meaningful in terms of advertising value as the industry's current surveys. Which isn't very." ■

Mr. Sawyer is vice president of James Thomas Chirug Co., Boston.

a sharper look at people . . .



## how they read newspapers in Delaware Valley, U.S.A.

Pick an average weekday. You'll find 1,406,000 Delaware Valley adults behind a copy of The Daily Inquirer. For 922,000 of these readers it's the exclusive newspaper . . . because they don't read the major evening daily.

Swing around any suburb and you see growth at a glance. 57% of the Valley's retail sales are made outside the city limits. Out in the suburbs, The Inquirer gives you

706,000 adult readers, compared to the evening paper's 542,000. Remember, 593,000 of these Inquirer readers in the greener suburban reaches of Delaware Valley do not read the major evening paper. They are Daily Inquirer readers exclusively!

All of which are good points in favor of sharpening up your next media schedule in America's third market . . . with The Daily Inquirer.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



## The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers



NEW YORK  
ROBERT T. DEVLIN, JR.  
342 Madison Ave.  
Murray Hill 2-5838

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
Andover 3-6270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
Woodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
165 Montgomery St.  
Garfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Boulevard  
Dunkirk 5-3557

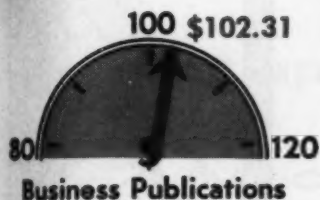


# Advertising Cost Index

Reported by Harry J. Johnson

## Ad Rate Changes:

June 1958 to June 1959



The typical business publication campaign in June 1959 cost \$102.31, compared with a cost of \$100 for the identical campaign in June 1958. Circulation is also up 2 per cent, and cost-per-thousand circulation is up one-third of 1 per cent.



During the 12-months' period June 1958 through June 1959, consumer magazine advertising space costs increased 6 per cent. Circulation rose 1½ per cent, and cost-per-thousand circulation went up 4½ per cent.



To repeat the average daily newspaper campaign schedule of June 1958 in June 1959, the advertiser had to add almost \$3 per \$100 allocated the previous year. Circulation is off less than 1 per cent, and cost-per-million is up 4 per cent.



For every \$100 invested in the typical spot radio campaign in June 1958, the advertiser had to increase his appropriation 22 cents to repeat this schedule in June 1959. This compares with a rise of 3 per cent between June 1957 and June 1958.



In June 1959, the average spot television campaign cost the advertiser \$109.99 for time costs, compared to \$100 for the same schedule in June 1958. This 10 per cent increase compares with a 3.3 per cent rise during the previous year.

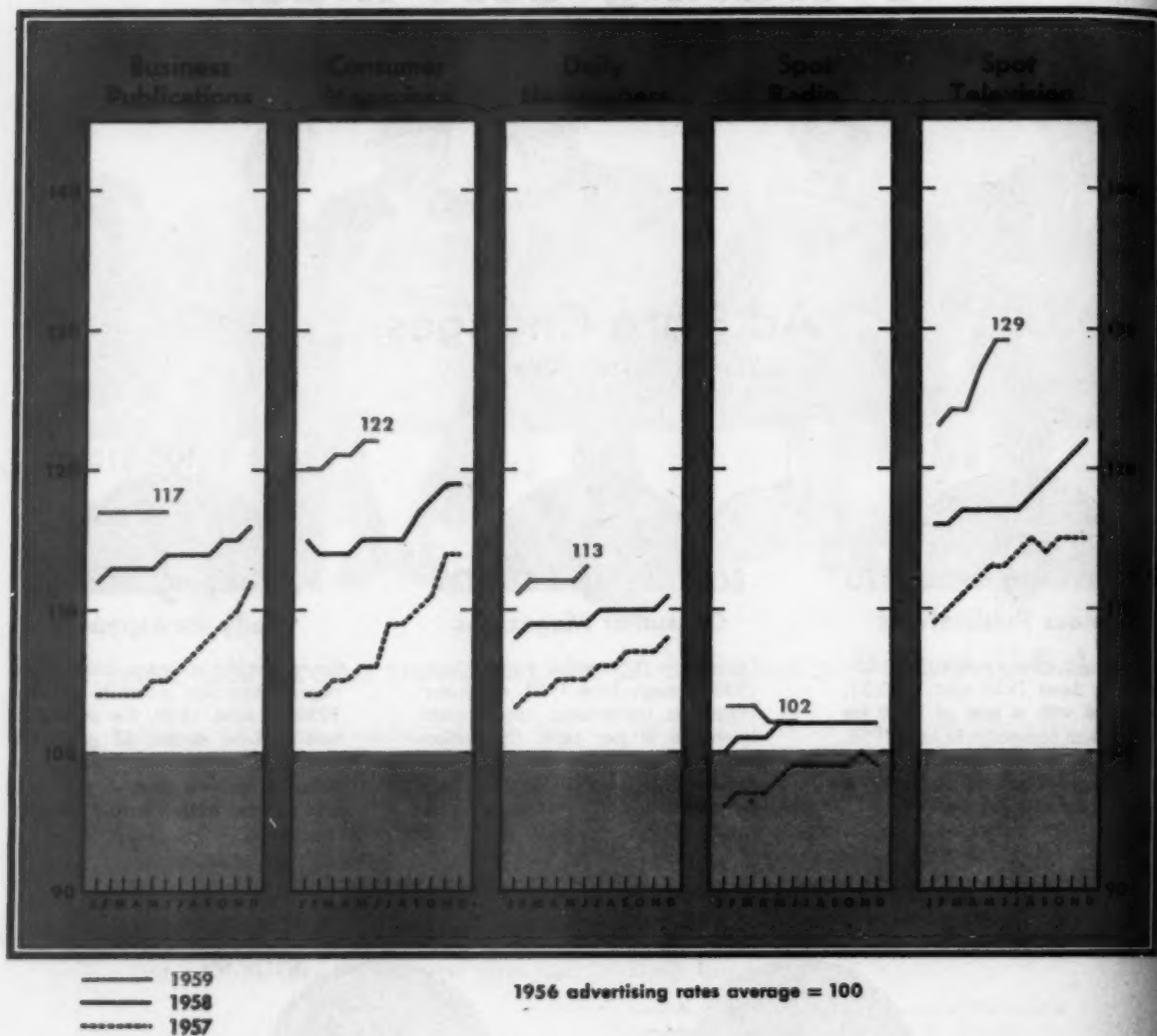
Note: in all meters \$100 = unit cost for June 1958

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

# Ad Rate Indexes:

## Long-term Trends



### Business Publications

Average rates for business publications in June 1959 were 17 per cent higher than they were during the 1956 base period. Circulation remained at 10 per cent above the average of the base period, and cost-per-thousand circulation had gone up 6 per cent.

### Consumer Magazines

In June 1959, consumer magazine rates were more than 20 per cent higher than they were during the 1956 base period. Circulation had increased 10 per cent, and cost-per-thousand circulation was 11 per cent over the average for the base period.

### Daily Newspapers

To repeat the average daily newspaper campaign of 1956,

the advertiser had to increase his allocation for space 13 per cent in June 1959. Newspaper circulation was almost 1 per cent higher than it was during the base period, and cost-per-million circulation had increased 12 per cent.

### Spot Radio

To duplicate the identical spot radio schedule of 1956 in June 1959, the advertiser had to increase his allocation for time costs 2 per cent over what he spent during the base period. This is approximately the level of spot radio advertising rates a year ago.

### Spot Television

Since the 1956 base period, spot television time charges have increased 29 per cent. A year ago in June 1958, rates were 17 per cent above the base, and in June 1957, they were 13 per cent higher than the base average.

NOTE: This issue of MEDIA/SCOPE presents the Long-term Trends in Ad Rate Indexes on a new base—1956. Heretofore two bases have been used, 1947-49 for print media, and 1950-52 for broadcast media. It is believed that it is preferable to use a common base

for all media, and that 1956 was a relatively normal year. The 1956 base will be used in the future for these Long-term Trends. This change also places this index on the same base as MEDIA/SCOPE's new Record of National Advertising Expenditures.

40  
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Source: Standard Motor & Radio Corporation, Inc.

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at 1959





# LESTOIL

**cleans up in Chicago**

**with a record**

**campaign in the**

**Tribune!**

Three ads every week in the Chicago Tribune for an entire year! That's how LESTOIL, the biggest selling all-purpose detergent, is going after new customers in the Chicago market.

Totaling over 90,000 lines of advertising at a cost of \$159,000, this new LESTOIL campaign is appearing exclusively in the Chicago Tribune. It's the largest newspaper schedule ever prepared for a product of this kind.

LESTOIL's exclusive use of the Tribune is added evidence that advertisers consider this medium the major selling force in Chicago. It reaches the most people... carries the most advertising... and sells the most goods.

That's why, year after year, grocery product advertisers spend more advertising dollars in the Tribune than in all other Chicago newspapers combined.

*More readers...  
more advertising*

*The Tribune gets 'em in Chicago!*



## MARKET STUDIES OF THE MONTH

**Committee for Economic Development.** A policy statement entitled "The European Common Market and Its Meaning to the United States" calls for basic changes in U.S. policy, and U.S. leadership in a world-wide movement to reduce trade barriers. The Committee warns that while the Common Market offers a vast new opportunity, a split in the European economy between the six member nations and the 11 Western European countries that are non-members must be avoided at all costs. The Committee also holds out the "possibility that similar regional groupings will emerge elsewhere" which may be "more or less discriminatory against us, against each other, and against the rest of the world." In discussing the possibility of the U.S. pricing itself out of world markets, the statement says that "we are not immune from the law that a country inflating faster than others will meet trouble. We shall have to pay more attention to restraining inflation and raising productivity." The 152-page statement describes the Common Market, its impact on the rest of the Western European economy, the U.S., and the "world economic order," and includes a statement by the Committee's European counterpart, the European Committee for Economic and Social Progress.

**Newsweek** reports additional results from its "Continuing Survey of Consumer Buying Plans" conducted by the National Industrial Conference Board and based on Sindlinger & Co. data. These cover large appliances and overseas vacations. Plans for buying such appliances as ranges, dishwashers, dryers, air conditioners, washing machines, refrigerators, and television sets were up from four to 21 per cent for the first half of 1959, compared to results of a similar survey made last summer. Deep-freezer and vacuum cleaner buying plans, however, were down. Differences in plans to take vacations outside of the U.S. and Canada were even more marked between the two six-months' periods. Plans for European trips were 28 per cent higher among respondents surveyed in November and

December 1958 than among those questioned last summer. And plans for foreign vacations outside of Europe and Canada had increased 62 per cent over the same period.

**Business Week.** Using participants in business purchases to rate one another's influence, Crossley, S-D Surveys has completed a study of purchasing influence for both repetitive and non-repetitive purchases by 106 firms in 20 cities. While no pattern of decision making is evident, members of top management, president, treasurer, and executive vice president, were rated most influential in cases of non-routine purchases, while "other management," led by the purchasing agent, plant manager, or factory superintendent, was frequently rated most influential in making routine purchases. The report, "Buying Influence Self-Analyzed," breaks down specific purchases studied by item and cost range. Buying influences by 19 titles, company type, number of employees, and amount of



expenditure are given for each item covered. Non-repetitive purchases include office machines, machinery and machine tools, material handling equipment, motor vehicles, building materials, chemicals, and valves. Examples of routine purchases covered are office supplies, fuels, metals, lubricants, hose and belting, packaging materials, and shipping services.

**Radio Advertising Bureau.** A survey among some 9,000 motorists stopping at gasoline stations in four metropolitan markets indicates that

54.2 per cent listen to radio before buying service station products. More than one third of these drivers had listened to radio within 30 minutes of entering the service station, according to an R. H. Bruskin survey. RAB reports that this is "6.6 times more motorists than are reached by any other medium in that period," and that radio accounted for 61 per cent of total media exposure time of these motorists.

**Bureau of Broadcast Measurement** has published estimates of population, number of households, number of telephone households, and percentage of television coverage for each of its 161 "BBM Area." According to the 33-page booklet, a total Canadian population of 17,100,200, excluding the Yukon and Northwest Territories, lives in 4,196,100 households, of which 3,328,400 are television households. Population and household estimates are also given for each Canadian county, census division, "or subdivision or balance thereof." The report provides descriptions of metropolitan and city areas, listing all towns, villages, parishes, townships, etc., included in each area.

**Canadian Broadcasting Corporation** has prepared an information kit with rate cards, coverage maps, and coverage and market data for each of its eight owned television stations and two television networks, English and French. Data include population figures, households, and TV homes for each province, for each of the eight stations, and for Canada as a whole, as well as saturation percentages for each CBS owned station. Population figures for each station also indicate numerical and percentage breakdowns between rural and urban viewers. Individual station coverage maps delineate A, B, and C areas, where reception is, respectively, excellent, good, and fair. The kit also contains a national map of Canada, showing connected networks, those under construction, and time zone divisions from coast to coast.

## MEDIA STUDIES OF THE MONTH

**CBS Television Stations.** Attitude tests were given to 1,200 viewers in New York and Los Angeles by the Institute for Motivational Research to determine comparative station images in those seven station markets. Interviewers asked respondents to indicate channel being watched by viewers making such comments during viewing as, "They have more worthwhile programs," and "I have a feeling of greater confidence in products I see advertised on that station." Negative questions were also asked, such as, "Which station would most likely carry a commercial for an advertiser slipping in sales lately, and trying desperately to regain its position by loud, big promises?" A second research firm, Market Planning Corp., conducted a similar pilot study to verify techniques and procedure used. Results indicate similar marked differences of attitude toward stations of each network and toward independent TV outlets in both markets.

**National Broadcasting Co.** A comparison of TV viewing in homes owning color sets with those owning black-and-white sets indicates a two-to-one audience advantage for color. Trendex, using its standard telephone coincidental technique, surveyed a total of 8,000 homes in five large markets. Half the respondents were owners of color sets, the other 4,000 were next door neighbors owning black-and-white sets. It was found

compared with a 39 per cent share in homes with black-and-white sets. The viewers per set in color homes during color broadcasts were 12 per cent more than for black-and-white homes, and average program ratings for color homes were 80 per cent higher than black-and-white home ratings for the same shows. Results were consistent for each of the five markets surveyed.

**Richmond Times-Dispatch and News Leader.** "Metropolitan Daily Newspaper Market Data—1959" lists 391 metropolitan daily newspapers serving 176 metropolitan areas, giving circulation, open-line rate, and code letters designating which are



morning, which evening, which have separate, and which have combination rates. According to the report, these 391 papers, with combined circulation of 42.8 million, are read by a minimum of 20 per cent and an average of 70 per cent of all families in the 2,549 counties accounting for

nine-tenths of total U.S. population, buying power, and retail sales. This third annual study also gives data on population, retail sales, and buying power, with cumulative percentages of U.S. total, compared with metropolitan data. Maps of each state are coded to show counties covered by each group of metropolitan dailies. Newspaper advertisement readership norms are calculated from Starch data, showing average percentages of readership by men and women for various sizes of counties on 20 product groups.

**The Saturday Review** has completed a study of what media buyers do with its promotion and research material. The showing in 26 major agencies surveyed in New York, Chicago, and Detroit, was 7 per cent. This means that of 103 different *Saturday Review* promotion pieces published, the average agency surveyed has filed only eight. In 20 of the 26 agencies, what few promotion pieces were still available to buyers were found in general files. In only six agencies did the high-level media buyers whose secretaries were interviewed keep promotional material in their own files. "Characteristics of *Saturday Review* Readers" was found in the files of 15 agencies. Tied for the second most-filed piece were "Circulation Analysis" and "The Market for Automobiles," found in eight agencies each. Seven agencies had filed "Wine and Liquors." ■



during color broadcasts that 43 per cent of black-and-white homes were tuned in, while 50 per cent of the color sets were in use. Also, color programs registered a 60 per cent share of audience in color homes,

### WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): \_\_\_\_\_

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_



# New Sales Push for Newspapers Led by 1200 Salesmen

OVER THE LAST FEW YEARS, the newspaper industry has begun to realize that before individual newspapers can be sold to advertisers, the very idea of advertising in newspapers, rather than in competing media, must first be sold, and sold hard.

The Bureau of Advertising, which is officially in charge of promoting and selling the whole medium, has been handicapped in two respects. First, the Bureau lacks the manpower to cover everyone who must be covered in order to sell the idea of national newspaper advertising and keep it sold. The Bureau's sales staff numbers only 25, and that represents a decline from a few months ago.

Second, selling the idea of using a medium is not nearly so abstract as it sounds. Prospective buyers are not much interested in generalizations. They want to know what newspapers

can do for them in the markets in which they are interested, and that means at least some reference to individual newspapers in those markets. The Bureau, however, is not in a position to be specific, since it represents the industry as a whole. Consequently, its selling efforts have to some extent been vitiated.

The only other pool of manpower available to sell newspapers as a medium is the sales force of the various national representatives. But these men are charged primarily with selling space in the papers they represent. Inevitably, the fortunes of his own list are much more important to the representative than the medium as a whole.

Now, however, it appears that the newspaper industry has found a way out of the impasse. The BOA and the American Association of Newspaper

Representatives have jointly announced a plan whereby the pool of some 1,200 newspaper salesmen employed by the representatives will be available to sell the medium as a medium. AANR members will contribute sales personnel (on a rotating basis) to a national sales force under the control of a policy committee composed of officials of both AANR and the Bureau, and answerable to AANR's board of directors. The sales force will be headed by a sales director (as yet unnamed) employed by the Bureau.

## To Make Presentations

The sales teams will make detailed presentations to selected accounts (the salesmen will, in fact, be assigned on the basis of their closeness to the account, or the industry, in question). The presentations will be carefully tailored to the needs and marketing plans of each potential client. Research material will be provided by the Bureau, which has the facilities, but the actual recommendations will be made by the sales teams, which will be free to emphasize one market (though not one newspaper) over another, as the Bureau is not. Once the account is sold, individual representatives can come in and press for consideration of their individual papers.

In short, this plan is an interesting way for the Bureau to circumvent its need to remain completely impartial, and at the same time sell newspapers effectively. The sales teams will not, of course, recommend individual papers to clients; they will, however, analyze the coverage needs of an account in a specific market. With that information, any space buyer can sit down with ABC reports and come up with specific recommendations in an hour.

## ROP COLOR GAINS

Current issue of the "Hoe Report on ROP Color" states that in May 1958, lineage was 25.6 per cent higher than for May 1957. For the first five months, lineage was 17.6 per cent greater than for the comparable period of 1957. Retail ROP color was up 19.7 per cent in May over a year ago. The Salt Lake City Tribune led with 140,103 lines.

**NOW. BIGGEST SAVING  
EVER OFFERED**  
**SAVE ~~28~~ 48¢**  
per line from regular national line rates

**GROUP DISCOUNT**

Rate effective August 1, 1959

One Order One Billing One Payment

LOS ANGELES

**EXAMINER**

SAN FRANCISCO

**EXAMINER**

SEATTLE

**POST-INTELLIGENCER**

3 HEARST NEWSPAPERS  
represented nationally by

HEARST ADVERTISING SERVICE INC.

Herbert W. Boyce, President



Main Office—5 Third Street—San Francisco 3



## Media/dates

AUG.

12-13: Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

20-30: West Virginia Broadcasters Assn., The Greenbrier, White Sulphur Springs, W. Va.

SEPT.

13-16: Direct Mail Advertising Assn. Queen Elizabeth Hotel, Montreal.

16-19: Mail Advertising Service Assn., Queen Elizabeth Hotel, Montreal.

23-24: National Business Publications, Hotel Roosevelt, New York.

25: Advertising Research Foundation, Waldorf Astoria Hotel, New York.

28-30: Southern Newspaper Publishers Assn., Arlington Hotel, Hot Springs, Ark.

Sept. 30: Affiliated Advertising Agencies Network, Somerset Hotel, Boston.

OCT.

19-20: Agricultural Publishers Assn., Chicago Athletic Assn., Chicago.

19-20: Boston Conference on Distribution, Hotel Statler, Boston.

22-23: Audit Bureau of Circulations, Drake Hotel, Chicago.

26-28: Life Advertisers Assn., Drake Hotel, Chicago.

NOV.

2-4: Broadcasters Promotion Assn., Warwick Hotel, Philadelphia.

23-24: National Business Publications, Drake Hotel, Chicago.

### NETWORK TV UP

Gross time billings for network television passed the \$260 million mark in the first five months of this year, according to the Television Bureau of Advertising. This represents an increase of 9 per cent over January-May billings for 1958.

### REGIONAL EDITIONS

Successful Farming will make 20 state and regional editions available to advertisers, effective January 1960.

# PERSONNEL CHANGES

Name	Former Company and Position	New Company and Position
<b>Agencies</b>		
Charles C. Barry	NTA Television Network, Inc., President	Young & Rubicam, Inc., V. P., Radio-Television Dept.
Victor W. Canever	D. P. Brother & Company, Acct. Exec.	D. P. Brother & Company, Senior V. P.
Robert F. Finnegan	General Electric Co., Mgr. Marketing Research, Product Planning	The Bresnick Company, Inc., Dir., Media, Research
Anthony V. B. Geoghegan	Young & Rubicam, Inc., Senior V. P.	Young & Rubicam, Inc., Executive V. P.
Frank Gianatassio	Ogilvy, Benson & Mather, Media Buyer	Guild, Bascom & Bonfigli, Inc., N. Y., Media Dir.
Daniel M. Gordon	Donahue & Coe, Inc., V. P. Media Dir.	Fletcher Richards, Calkins & Holden, V. P., Media Dir.
Donald E. Leonard	W. B. Doner & Co., Media Director	Fuller & Smith & Ross, Inc., Media Director
Martin J. Murphy	Ted Bates & Company, Asst. V. P., Media Group Supervisor	Ted Bates & Company, V. P., Assoc. Media Dir.
John J. Poister	Wentzel, Wainwright, Poister & Poore, Inc., Partner	Fuller & Smith & Ross, Inc., V. P., Group Head
Alvred R. Sanno	McCann-Erickson, Inc., Media Acct. Super.	McCann-Erickson, Inc., Assoc. Media Dir.
Armando Sarmento	McCann-Erickson, International, Director, Latin American Operations	McCann-Erickson, International, President
Frederick B. Sears	Prudential Insurance Company, Director of Mktg.	Johnson & Lewis, Research Dir.
Sylvester L. Weaver	Kaiser Industries Corp., McCann-Erickson, Inc., Consultant	McCann-Erickson International Board Chairman
<b>Advertisers</b>		
John W. Benson	Whirlpool Corporation, Adver. Sls. Prom. Mgr., Utility Div.	Whirlpool Corporation, Asst. Natl. Adv. Mgr., RCA Whirlpool Major Home Appliances
Russell E. Conley	RCA Victor Radio, Mgr., Advertising, Sls. Promotion, "Victrola" Division	Radio Corporation of America, Mgr., Pub. Advertising, Promotion
Joseph A. Mark	Carborundum Company, Product Adv. Mgr.	Rockwell Manufacturing Co., Adv., Mgr., Power Tool Divs.
Jack W. Minor	Chrysler Corporation, Dir. Adv., Merchandising, Dodge Cars	Chrysler Corporation, Plymouth-DeSoto Div., Director of Marketing
Larry Smith	Western Broadcasting Co., Gen. Sls. Mgr.	Hoffman Electronics Corp., Adv. Dir., Consumer Products Div.
Russell A. Ziegler	Cluett, Peabody & Co., Inc., Mgr. Adv., Pub. Relations, Market Res.	Cluett, Peabody & Co., Inc., Dir. of Adv., Pub. Relations
<b>Media</b>		
L. L. Callaway, Jr.	Fortune, Adv. Dir.	Sports Illustrated, Adv. Dir.
Edward J. DeGray	ABC Radio Network, V. P. in Charge	ABC Radio Network, President
John R. Howell	Fortune, Adv. Mgr.	Fortune, Adv. Dir.
N. F. Lawler	Foster and Kleiser Division of W. R. Grace & Co., Exec. V. P., Gen. Sls. Mgr.	Foster and Kleiser Division of W. R. Grace & Co., Exec. V. P., National Sls.
Larry Marks	Diners Club Magazine, Assoc. Adv. Dir.	WNTA-TV AM & FM, Director of Advertising
Warren W. Shew	Electrical World, Adv. Sls. Mgr.	Electrical World, Publisher

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

JUNE AND FIRST SIX MONTHS 1959 vs. 1958

	JUNE		FIRST SIX MONTHS	
	1959 vs. 1958 % Gain or Loss	% of Total	1959 vs. 1958 % Gain or Loss	% of Total
<b>GENERAL</b>				
Alcoholic Beverages.....	-1.4	9.3	-4.5	8.1
Groceries.....	-17.8	14.8	-1.9	16.6
Baking Products.....	+0.6	1.6	+33.8	2.3
Beverages.....	-2.6	3.1	+4.7	2.6
Cereals and Breakfast Foods.....	-40.0	0.5	-31.1	0.5
Condiments.....	-60.3	1.1	-55.4	1.0
Dairy Products.....	-1.8	2.1	+18.4	2.3
Disinfectants and Exterminators.....	-49.9	0.2	-35.3	0.2
Laundry Soaps and Cleansers.....	-20.5	2.0	-21.1	2.1
Meats, Fish and Poultry.....	-23.8	1.1	-2.1	1.2
Housing Equipment and Supplies.....	+33.7	4.1	+2.5	3.4
Industrial.....	+20.0	2.6	+33.0	3.0
Insurance.....	-7.0	1.5	+29.4	1.7
Medical.....	-15.4	1.7	-19.4	2.4
Publications.....	-1.3	2.7	+5.4	3.9
Public Utilities.....	+5.8	2.5	+3.7	2.4
Radio and Television.....	+14.8	3.6	+3.8	4.5
Tobacco.....	-19.3	5.2	+6.1	5.4
Toilet Requisites.....	-29.9	3.7	-38.7	2.7
Antiseptics.....	+105.4	0.1	+20.5	0.1
Dentifrices.....	-50.2	0.3	-56.6	0.3
Perfumes and Cosmetics.....	-37.4	1.5	-26.1	1.2
Toilet Soaps.....	-66.1	0.4	-44.4	0.5
Transportation.....	+6.0	10.1	+7.8	10.5
Airways.....	+12.0	6.4	+10.7	7.0
Bus Lines.....	+35.6	0.6	+30.0	0.4
Railroads.....	+29.0	1.3	-1.1	1.2
Steamships.....	+40.8	0.8	-4.8	1.0
Tours.....	-5.9	0.7	-0.2	0.7
Wearing Apparel.....	-26.3	0.6	-26.4	1.0
<b>AUTOMOTIVE</b>				
Gasolines and Oils.....	-2.9	4.1	-3.0	2.8
Passenger Cars—New.....	+47.4	12.1	+14.5	12.7
Tires and Tubes.....	+22.9	2.1	+8.9	1.3
Trucks and Tractors.....	-11.9	0.5	-42.2	0.4
<b>TOTAL GENERAL AND AUTOMOTIVE</b> .....	<b>+0.3</b>	<b>100.0</b>	<b>+1.9</b>	<b>100.0</b>

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

## Promotions and Presentations

St. Louis *Globe-Democrat*, Outdoor posters, business publications, daily newspapers, and saturation spot schedules on six radio and three television stations in St. Louis and a 91-county coverage area in Missouri and Illinois proclaimed resumption of publication by the *Globe-Democrat* after settlement of its 99-day strike. Characters from the *Globe-Democrat's* comics pages were featured in outdoor posters, and citizens of all ages and both sexes told radio and TV audiences "Why we're glad the *Globe* is back."

**Outdoor Advertising, Inc.** Meriton Salt, Jackson Brewing Co., and Standard Oil of Indiana were top winners of the 1958 Annual Competition of Outdoor Advertising Art sponsored by the Art Directors Club of Chicago. OAI's "Poster Annual" features illustrations of these and 180 other award winning posters and painted displays. A 20 per cent increase in examples of painted displays in the 1958 annual over the previous year's reflects growing use of this form of the standardized outdoor medium. The annual includes a section illustrating step-by-step design of the three Grand Award Winners, from original rough to finished production.

**Triangle Stations** called broadcasters together in New York to hear executives of RCA, NBC, and TvB describe progress in color television over the past five years, and propose their participation in a nation-wide promotion campaign for the medium. In urging broadcasters to play a greater role in promoting color locally, an RCA executive told them of increased color programming by NBC, increasing color profitability experienced by RCA dealers, Admiral's decision to manufacture color sets, and the growing number of local stations increasing their color output. He said that the decline in unit sales of black-and-white sets, added to a buying trend toward smaller and less expensive models, would lead dealers to join the push for color. Some 350 TV stations are now equipped to broadcast network color programs.

**Esquire's** "Announcement for the 1960 Model Year" points up its writers for the coming year, last year's editorial and art performance, and quotes Dr. Ernest Dichter to the effect that the *Esquire* subscriber is a man "with a tremendous urge to be first with the newest of the good things of life." The announcement provides data from *Esquire's* 1959 readership and automotive survey indicating car ownership and buying of *Esquire* households, and gives comparative 1958 automotive lineage for 15 magazines. Also announced are "the latest four-color closing dates of any major magazine."

The **Chicago Tribune** carried a special supplement, "Chicago International," in its Sunday, June 21 edition, featuring the St. Lawrence Seaway and its meaning to Chicago and the Midwest. Heralding the city's emergence as a major seaport with free access to the world's commerce, the supplement included articles on Chicago's International Trade Fair and the history of the metropolis. Lead article was "The World's Greatest City is Being Born."

**Seventeen** staged its "Star Spangled Fashions for Fall 1959" at New York's Waldorf-Astoria, giving some 1,500 department store and specialty shop buyers, fashion coordinators, and merchandise managers a preview of back-to-school wear featured in upcoming issues. Models wearing "The Young American Look" skipped along a four branch runway, displaying the latest in camel hair coats, parkas with "the Alaskan influence," mohair sweaters, and "patriotic provincials." Light garden party tunes, with an occasional assist from a Princeton barber shop quartet, provided musical background. Bernice Fitz-Gibbon told the buyers that the retailer who captures a teen-age customer "gets in on the feathering of two nests—her family's, and her own dream house of the future."

**Scholastic Magazines'** new brochure on the "do's and don'ts of talking to teens" suggests that advertisers be completely honest with their 15 million prospects and know their "separate interests and motivations." The folder lists 17 such interests, ranging from the opposite sex to sports, music, and cars.

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Before you buy any radio  
time in Charlotte...

Check these two reports



(NSI Nov.-Dec. '58 and Apr.-May '59)

... you'll discover why scores  
of national and regional adver-  
tisers have followed the trend  
to WIST!

Seeing is believing. Take  
a look — see for yourself!

Your PGW Colonel will be  
glad to show you copies

they'll tell you why...

**WIST** is the  
best  
radio buy  
in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION



## Future of the 15% Commission

THE STRUCTURE of the advertising agency business, like the British constitution, has slowly broadened down from precedent to precedent. From the days of the men who sold space on commission for newspapers, to the days of the men who bought space wholesale and sold it to advertisers at a profit (meanwhile collecting commissions from newspapers), to the days of the brokers in space who found they could solidify their positions with media if they performed copy and other services for advertisers, to the days when the 25 per cent commission paid by media finally became generalized at 15—there has been a long evolution to a present system that is not justified in logic so much as in historical development and present expediency—it works.

But the question that sometimes arises is whether it works so well as some other system might. The ANA Frey Report skirted around this subject, but never really came to grips with it. It was mentioned to me the other day by a well-known researcher (who prefers to remain anonymous because he gets some of his business from agencies), who wonders why the agency business wouldn't be better off if it were conducted on the same basis as commercial research. If one ponders this subject, he wonders how the agency structure would then look:

1. *Position of the agency.* The agency would sell its services to a client on the same basis that any professional organization does, as an engineer, architect, or commercial research firm. It would have to bid for contracts at a price, and its services would have to be justified periodically in order for the contract to be renewed. Why shouldn't a price be set for advertising services as it is set in so many cases now for marketing research services? Is advertising more creative than marketing research? Is one less tangible than the other? It might be a salutary development for agencies, because it would tend to make them more professional. It is even possible that it would rectify their dwindling profit margins, for they should be able to justify to the clients a reasonable charge for services, which the clients would feel obligated to make ample enough to allow a fair profit. As it is, the obligation of clients in this respect is somewhat obscured by the fact that agency income, for the most part, is derived from commissions from media.

2. *Position of the advertiser.* The advertiser would have greater control over the agencies, which would make him

happy, because he would be responsible for the compensation. This would mean a big out-of-pocket expense for advertisers, because most of the compensation of agencies now comes from media. However, it would put advertisers, as manufacturers or service companies, in the same business relationship to agencies that they now enjoy with companies that supply them other professional services. Moreover, the advertisers would not actually lose money in such a rearrangement if they enjoyed the same 15 per cent discount on media charges that their agencies do.

3. *Position of the media.* In the long run, what difference does it make to media whether they allow 15 per cent to agencies or to advertisers? They now allow the discount to agencies because of custom, and because the agencies by their very existence simplify credit problems. The medium does not have to check on the credit of 50 accounts handled by a particular agency, because in many cases (if the AAAA order blank is used) the agency assumes financial responsibility for the billings of its clients. However, with all the credit checks that are now available, this problem may not be so formidable as it was a century ago. The media could not actually give all advertisers a discount, because there is no logic for such a move; the advertisers do nothing for them except use their time or space. But the media could discriminate in discount in favor of advertisers that employed agencies on a service-fee basis, because there would be no logic, certainly, in paying the agencies twice for the same service. Or perhaps media could restrain their rate increases for a certain length of time until a 15 per cent discount from certain future rates would in effect be achieved. Eventually, all agencies would come to be on a service-fee basis, all media discounts would be eliminated, although, admittedly, the transition would take some time. And doesn't the consent decree signed by agency and media associations in 1956 actually discourage standard media rates?

This train of thought suggested by our researcher friend possibly seems horrendous to those in the agency business who like the *status quo*. But it would probably be welcomed by advertisers, and it wouldn't make much difference to media. What it would do is to hasten a change that becomes increasingly inevitable as agencies assume more non-commissionable marketing services, and it would expedite the transition of agencies to thoroughly professional marketing organizations.



# AIRCRAFT AND MISSILES MANUFACTURING

This editorial content sells the design, production



## a study in producibility

world's fastest fighter is ready, committed to manufacturing, efficient assembly established by long-range planning.

By Robert M. Brown

The Lockheed F-16 Starfighter, world's fastest fighter, is ready, committed to manufacturing, efficient assembly established by long-range planning.

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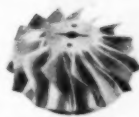
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## Alternator drives for jet bombers

Thermal power plant provides power to a new type

By Robert M. Brown

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## DC-8 "shakedown"

new testbed for data on reliability of engine performance



The DC-8 is being used as a testbed for data on reliability of engine performance. The aircraft is being used to test the engines under various conditions, including high altitude and high speed. The results of these tests will be used to improve the reliability of the engines and to develop new engine designs.

## AIRCRAFT MISSILES MANUFACTURING



and procurement team in today's expanding \$11-billion



## ceramic radomes for missiles

aluminum (ALU) shell sprayed on radome, covered in epoxy, and tested at 3000 F



## AIRCRAFT MISSILES MANUFACTURING



## Trecker Gull

Manufactured in Italy, 12 ft, variable geometry, dual engine, variable thrust, aircraft

TRECKER GULL	
Manufacturer	Alenia Aeronautica
Model	AT-400
Year	1980
Length	28.00 m
Wingspan	12.00 m
Height	4.00 m
Weight	12,000 kg
Engine	2x Turboprop
Max Speed	400 km/h
Range	1,000 km
Crew	2
Armament	2x 7.62 mm machine gun
Notes	Variable geometry, dual engine, variable thrust, aircraft

aircraft and missiles manufacturing market

# AIRCRAFT AND MISSILES MANUFACTURING

This circulation of 24,231\* is aimed exclusively at the design, production and engineering functions of aircraft and missiles manufacturing

**AMM circulation is scientifically controlled**  
Each carefully screened designer, production engineer and procurement official receives a qualifying questionnaire. He is selected *only* on the basis of his specifying and buying power. (No waste circulation like: students, airline officials, base operation personnel—only potential buyers in design, production and procurement.)

## AMM goes to the men you must sell

Design & Engineering	13,568
Production	7,924
Procurement	951
Management	1,473
Company copies and librarians	315
<b>TOTAL AMM CIRCULATION</b>	<b>24,231*</b>

## AMM goes to the companies you must sell

Airframe & Missiles	9,978
Power plants and propulsion systems	4,187
Component parts and sub assemblies	9,231
Government, military, research	835
<b>TOTAL AMM CIRCULATION</b>	<b>24,231*</b>

## AMM is edited for the men you must reach

Among the many comments from readers of AMM: "Thanks for putting all my must reading in one magazine." "... definitely fills a void in trade publications." "... layout, copy style and editorial material seem geared for missile-speed reading."

"Informative coverage over a wide range of manufacture — concise and up to the minute."

See AMM's editorial content for yourself—pick up any issue—read it in its entirety. And, you will agree AMM presents practical, timely design and production information specifically geared to aircraft and missiles manufacturing. It gives the reader all the detailed up-to-the-minute technical information necessary for his function in the industry.

## PROOF OF EDITORIAL PERFORMANCE

Every week more and more letters are received requesting reprints of editorial features. These letters come from engineers who are working on the real problems of transferring ideas into aircraft and missiles.

"I noticed with interest your article entitled 'Designing 'Hot' Engine Parts' appearing in the July 1959 issue. Would you please send me four copies of this very interesting article so that I may distribute it to interested personnel within our Company."

Sr. Engineer

The article, "Jupiter ... Chrysler," in your publication, Aircraft and Missiles Manufacturing, for July 1959, has caused favorable comment by some of our engineers engaged in field installation of the Jupiter System. We occasionally discuss production details with Mr. John S. Sheldon, the author of this article; however, we are separated from the Detroit facility, and therefore miss out on the behind-the-scenes production activities.

"I would like our installation and checkout engineers to read this article and would appreciate receiving a minimum of twenty (20) reprints if they are still available."

Asst. Engineer in Charge

"I have just finished reading the June issue of AIRCRAFT & MISSILES MANUFACTURING, devoted to the X-15 project, and want to congratulate you on a splendid job!"

"While I have been following this project as closely as possible for one not directly involved, I must say that I have learned more from AMM in an hour or so than I have been able to gather to date, from other sources."

"I am sure I am only one of many who are looking forward to the flight phases of this most important step in man's conquest of space."

Principal Aeronautical Engr.



Each month AMM receives hundreds of reader requests for editorial reprints. This kind of editorial performance is vitally important to you in the selection of a publication that will reach deep into the design, production and procurement market you must sell in aircraft and missiles manufacturing.

If you sell a product or service for use in this \$11-billion market your most direct and economical means of reaching the buying and specifying teams in the aircraft and missiles field is



\*As of June 1959



Chestnut & 56th Streets, Philadelphia 39, Pa. Tel: SHerwood 8-2000 A Chilton Publication,

*Media/scope's*

## **DIRECTORY OF ASSOCIATIONS**

*113 organizations  
that offer services or programs  
of possible use to buyers of media*

1. Arranged alphabetically.
2. Classified by advertisers, agencies, media,  
media buyers, public relations, research,  
trade associations.
3. Includes data on name, address, contact,  
membership, function.

## ADVERTISERS

**ASSOCIATED MOTION PICTURE ADVERTISERS**, 130 West 46th St., New York 36. Contact: Dave Bader. Membership: 150. Function: To discuss publicity, advertising, and sales promotion of motion pictures on an international basis.

**ASSOCIATION OF CANADIAN ADVERTISERS**, 85 Richmond St., West, Toronto 1, Ont. Contact: B. E. Legate. Membership: 170 national advertisers. Function: To serve as cooperative voice of advertising.

**ASSOCIATION OF NATIONAL ADVERTISERS**, 155 East 44th St., New York 17. Contact: Lowell McElroy. Membership: 640 national and regional advertisers. Function: To promote effective use of advertising as a selling and management tool.

**ASSOCIATION OF RAILROAD ADVERTISING MANAGERS**, c/o Illinois Central Railroad, 135 East 11th Place, Chicago 5. Contact: Albert Eckstein. Membership: Approximately 100 in U. S. and abroad engaged in railroad advertising. Function: To improve railroad advertising practice.

**AUTOMOTIVE ADVERTISERS COUNCIL**, P. O. Box 2485, East Cleveland 12. Contact: Frank Schule. Membership: Approximately 50 of the leading automotive parts and equipment manufacturers who sell in the replacement market. Function: To provide an opportunity for an interchange of ideas regarding the automotive trade; to encourage study and research for the increase of advertising effectiveness.

**INSURANCE ADVERTISING CONFERENCE**, 2101 Chestnut St., Philadelphia 3. Contact: Margaret C. Ellson. Membership: 140. Function: To promote high standards of advertising and public relations practices within the industry; to develop and maintain public goodwill toward the institution of insurance; to facilitate the exchange of information relative to insurance advertising.

**LIFE INSURANCE ADVERTISING ASSOCIATION**, c/o Paul Revere Life Insurance Co., 18 Chestnut St.,

Worcester 2, Mass. Contact: Russell Blanchard. Membership: Public relations and sales promotion personnel in life insurance companies. Function: To exchange information in fields of life insurance, advertising, sales promotion, public relations, publications, and other areas of communication.

**NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION**, 1776 Broadway, New York. Contact: George L. Standt. Membership: Active members composed of individuals engaged in buying and placing of industrial advertising. Associate members composed of representatives of publishers and suppliers in the industrial field. Function: To promote efficiency in industrial advertising and to further and protect the interests of industrial advertisers.

**PROPRIETARY ASSOCIATION**, 810 18th St., N.W., Washington 6, D. C. Contact: Dr. Howard A. Prentice. Membership: Manufacturers of proprietary medicines. Function: To preserve and improve the integrity and stability of the proprietary industry; to disseminate among members information relevant to the industry; to improve its advertising.

**PUBLIC UTILITIES ADVERTISING ASSOCIATION**, East Dubuque, Ill. Contact: R. D. Furber, Northern States Power Company, Minneapolis 2, Minn. Membership: Those engaged in public utilities advertising. Function: To improve advertising.

## AGENCIES

**ADVERTISING AGENCY SERVICE INTERCHANGE**, 751 S. Park View, Los Angeles 57, Calif. Contact: Trevor Evans, Pacific National Agency, 2124 4th Ave., Seattle 1, Wash. Membership: 73 AAAA agencies. Function: To exchange service facilities.

**AFFILIATED ADVERTISING AGENCIES NETWORK**, Wrigley Bldg., Chicago 11. Contact: Benjamin Tallman. Membership: 46 domestic and 10 foreign advertising agencies. Function: To serve one another in a branch office capacity; to offer local information and service.



**AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**, 420 Lexington Ave., New York 17. Contact: Frederic R. Gamble, president. Membership: Advertising agencies elected after demonstrating that they meet the AAAA qualifications for membership. Function: To foster, strengthen, and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

**ASSOCIATION OF INTERNATIONAL ADVERTISING AGENCIES**, 342 Madison Ave., New York 17. Contact: Joseph Palmer. Membership: International advertising agencies. Function: To provide interchange of ideas and to standardize international advertising practices.

**ASSOCIATION OF MEDICAL ADVERTISING AGENCIES**, c/o William Douglas McAdams, Inc., 130 East 59th St., New York 22. Contact: Dr. Arthur M. Sackler. Membership: Advertising agencies engaged in medical advertising. Function: To protect the interests of medical advertising; to improve medical advertising.

**ASOCIACION MEXICANO DE AGENCIAS DE PUBLICIDAD**, Apartado Postal 9488, Mexico 1. D.F. Contact: J. R. Pulido. Membership: Advertising agencies. Function: To improve the advertising agency business.

**CANADIAN ASSOCIATION OF ADVERTISING AGENCIES**, 121 Richmond St. West, Toronto 1, Ont. Contact: Alan L. Bell. Membership: 46 advertising agencies in Canada. Function: Trade association representing advertising agencies.

**CONTINENTAL ADVERTISING AGENCY NETWORK**, 1800 Industrial Bank Bldg., Providence 3, R. I. Contact: C. H. Rickard. Membership: 18 agencies, operating 27 offices in the U. S. and Canada. Function: To provide branch service facilities for member agencies.

**FIRST ADVERTISING AGENCY GROUP**, 3308 East Broadway, Long Beach 3, Calif. Contact: Gene Curtis. Membership: 26 advertising agencies. Function: To exchange information, ideas, experience.

**LEAGUE OF ADVERTISING AGENCIES**, 200 West 42nd St., New York. Contact: Julian Ross. Membership: 100 advertising agencies. Function: To foster improvement in agency operations and management.

**MIDWESTERN ADVERTISING AGENCY NETWORK**, 100 East Ohio St., Chicago 11. Contact: Allan J. Copeland. Membership: Advertising agencies. Function: To offer service and information to its members.

**MUTUAL ADVERTISING AGENCY NETWORK**, 75 East Wacker Drive, Chicago 1. Contact: Allan J. Copeland. Membership: 21 agencies. Function: To increase efficiency in agency operations and to foster accomplishment through cooperation of member agencies.

**NATIONAL ADVERTISING AGENCY NETWORK**, 13½ Main St., P. O. Box 1569, Sarasota, Fla. Contact: Oakleigh R. French. Membership: 34 advertising agencies in U. S. and Canada. Function: To perform branch office

service among members through interchange of ideas on agency operations and regional markets.

**NATIONAL FEDERATION OF ADVERTISING AGENCIES, INC.**, Suite 606, 251 Kearny St., San Francisco 8. Contact: Nat M. Kolker, Nat M. Kolker Advertising Agency, 1920 Chestnut St., Philadelphia 3. Membership: 22 small and moderate-sized advertising agencies. Function: To serve as branch offices for member agencies and to promote an exchange of information for increased efficiency among themselves.

**TRANS-AMERICA ADVERTISING AGENCY NETWORK**, 223 Peachtree St., N.E., Atlanta 3, Ga. Contact: Charles A. Rawson, national director. Membership: 19 advertising agencies. Function: To serve as branch offices for members; to improve effectiveness in operations and practices.

**WESTERN STATES ADVERTISING AGENCIES ASSOCIATION**, 730 South Western, Los Angeles. Contact: Ruth Oreck, executive secretary. Membership: In excess of 70. Function: To serve as trade association for advertising agencies in western states.

## MEDIA

**ACCREDITED HOME NEWSPAPERS OF AMERICA**, 1706 Rhode Island Ave., N.W., Washington 6, D. C. Contact: Eric Smith. Membership: 162 city and suburban weekly and semi-weekly newspapers. Function: To promote, protect interests of member papers; to assist member papers to improve operations.

**AGRICULTURAL PUBLISHERS ASSOCIATION**, 333 N. Michigan Ave., Chicago 1. Contact: E. C. Nash. Membership: Audit Bureau of Circulations farm publications. Function: To develop usefulness of farm publications.

**AMERICAN ASSOCIATION OF NEWSPAPER REPRESENTATIVES, INC.**, 141 East 44th St., New York 17. Contact: Herbert R. Meeker. Membership: Newspaper representatives firms. Function: To coordinate promotion of newspaper advertising with the activities of the Bureau of Advertising, A. N. P. A.

**AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION**, 370 Lexington Ave., New York 17. Contact: Cranston Williams. Membership: 846 daily newspapers. Function: To disseminate information to members on problems of newspaper publishing.

**ASSOCIATED BUSINESS PUBLICATIONS**, 205 East 42nd St., New York 17; 201 North Wells St., Chicago 6; 1004 National Press Bldg., Washington 4, D. C. Contact: William K. Beard. Membership: Business publications which are independently owned, with essentially paid circulation, ABC-audited, and which agree to abide by the ABP code of ethics. Function: To improve the service of business papers to their readers, and to help advertisers use the business press more effectively.

**ASSOCIATION OF INTERNATIONAL PUBLISHERS REPRESENTATIVES**, 120 East 56th St., New York 22.

Contact: Edwin Seymour. Membership: 13 media representative organizations. Function: To give American firms and their advertising agencies assistance in placing international advertising.

**ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS**, c/o Phoenix *Republic* and *Gazette*, Phoenix, Ariz. Contact: Leland Hover. Membership: 608 daily and weekly newspapers. Function: To promote the use of and understanding of newspaper classified advertising.

**ASSOCIATION OF PUBLISHERS REPRESENTATIVES**, 70 East 45th St., New York 17. Contact: W. L. Osborn. Membership: 85 members from coast to coast and one in England. Function: To standardize publisher-space representative relations and to bring the selling levels of space representatives to higher standards.

**AUDIT BUREAU OF CIRCULATIONS**, 123 North Wacker Drive, Chicago 6. Contact: Alan Wolcott. Membership: Newspapers, periodicals, advertisers, and advertising agencies in U. S. and Canada. Function: To verify circulations of member publications.

**BROADCASTERS' PROMOTION ASSOCIATION**, c/o WBC, Suite 2100, 122 East 42nd St., New York 17. Contact: Charles A. Wilson. Membership: Radio and television promotion personnel and associate members from allied industries. Function: To propagate better broadcast promotion, stimulate exchange of ideas, provide information and service to agency and advertiser personnel, and to further contacts for individuals interested in broadcasting promotion.

**BUREAU OF ADVERTISING OF THE AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, INC.**, 485 Lexington Ave., New York 17; 360 N. Michigan Ave., Chicago 1; 2561 Guardian Bldg., Detroit 26; 333 Pine St., San Francisco 4; 3670 Wilshire Blvd., Los Angeles 5. Contact: Charles T. Lipscomb, Jr., Dr. Howard D. Hadley. Membership: Daily newspapers chiefly in the U. S. and Canada. Function: To foster the effective and wider use of newspaper advertising by the dissemination of research and market analysis service to agencies and advertisers and by retail advertising planning for member newspaper staffs.

**BUREAU OF BROADCAST MEASUREMENT**, 96 Eglinton Ave., East, Toronto 12. Contact: Charles J. Follett. Membership: 315. Function: A cooperative organization for the standardization and analysis of facts about radio and television.

**BUSINESS PUBLICATIONS AUDIT OF CIRCULATION, INC.**, 420 Lexington Ave., New York 17. Contact: Thomas S. Campbell. Membership: Business publications. Function: To audit the circulation of business publications.

**CANADIAN ASSOCIATION OF BROADCASTERS**, c/o CFNB, Fredericton, N. B. Contact: D. M. Neill. Membership: 149 radio, 38 television, 63 associate member companies. Function: Trade organization.

**CANADIAN CIRCULATIONS AUDIT BOARD, INC.**, 10 Price St., Toronto. Contact: John A. M. Galilee. Membership: 235 publications, 55 agencies, 71 advertisers. Function: To audit publications.

**CANADIAN DAILY NEWSPAPERS PUBLISHERS ASSOCIATION**, 55 University Ave., Toronto. Contact: Ian M. MacDonald. Membership: Daily newspapers in Canada. Function: To elevate the standard of newspaper publishing in Canada; to foster business and business interests of its members.

**DIRECT MAIL ADVERTISING ASSOCIATION, INC.**, 3 East 57th St., New York 22. Contact: Robert F. Delay. Membership: Those engaged in direct mail advertising. Function: To improve methods of direct mail advertising, and to advance the interests of direct mail users, producers, creators, and suppliers.

**EXHIBIT PRODUCERS AND DESIGNERS ASSOCIATION**, 511 Fifth Ave., New York 17. Contact: Raymond J. Walter. Membership: 130. Function: National trade association.

**EXPOSITION MANAGEMENT ASSOCIATION**, 19 West 44th St., New York 36. Contact: W. S. Orkin. Membership: 28. Function: To promote the advantages of trade show and public exposition participation and attendance; to provide information service for exhibitors, the public, trade buyers, advertising agencies, and the press; to safeguard the prestige and reputation of its membership.

**FM DEVELOPMENT ASSOCIATION**, 815 15th St., N. W., Washington 6, D. C. Contact: Lawrence Gordon. Membership: FM broadcasters and organizations supplying background music. Function: The development of FM broadcasting.

**FOREIGN MEDIA REPRESENTATIVES ASSOCIATION**, c/o Edwin Seymour, Inc., 120 East 56th St., New York 22. Contact: Edwin Seymour. Membership: 13 international media representatives. Function: To furnish American advertisers and their advertising agencies assistance in planning and placing advertising abroad.

**HOUSE MAGAZINE INSTITUTE**, 4 Irving Place, New York 3. Contact: Harry Shook, Philip Morris, Inc., 100 Park Ave., New York 17. Membership: 265. Function: To help members carry out their responsibilities through its official programs and activities; to build up professional status of industrial communications to their companies.

**INLAND DAILY PRESS ASSOCIATION**, 7 South Dearborn St., Chicago 3. Contact: William F. Canfield. Membership: 472 newspapers. Function: To promote the general interests of daily newspapers through improvement of editorial and business methods; to encourage research and the dissemination of it to member newspapers.

**INTERNATIONAL ADVERTISING ASSOCIATION, INC.**, Hotel Roosevelt, Madison Ave. and 45th St., New York 17. Contact: James L. Gilbert. Membership: Agencies, advertisers, media representatives, service organiza-

tions with international advertising. Function: To promote efficiency and extend the scope of operations among members.

**INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION**, 513 Wilson Bldg., Dallas, Tex. Contact: Jack Estes. Membership: 1,008. Function: To disseminate information on rates, sales, and distribution.

**MATCH INSTITUTE**, 10 East 40th St., New York 17. Contact: John Keating. Membership: 9 match companies. Function: To foster the interests of matchbook industry.

**MAGAZINE ADVERTISING BUREAU OF MAGAZINE PUBLISHERS ASSOCIATION**, 444 Madison Ave., New York 22. Contact: W. H. Mullen. Membership: Consumer magazine publishers. Function: To research and promote the values of magazines as an advertising medium.

**MAGAZINE PROMOTION GROUP**, c/o Harper's Bazaar, 572 Madison Ave., New York 22. Contact: Berta MacDonald. Membership: Promotion managers of consumer magazines. Function: To exchange information and ideas concerning sales promotion for magazines and their advertisers.

**MAGAZINE PUBLISHERS ASSOCIATION**, 444 Madison Ave., New York 22. Contact: Robert E. Kenyon. Membership: 93 publishers of 247 consumer magazines. Function: To promote magazine publishing and to protect its interests.

**MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL**, 18120 James Couzens Highway, Detroit 35, Mich. Contact: Max T. Lloyd. Membership: International organization of direct mail creators and producers. Function: To promote use of direct mail and to improve efficiency and results.

**NATIONAL ASSOCIATION OF ADVERTISING PUBLISHERS**, P. O. Box 29, Berlin, Wisc. Contact: S. T. Barkman, executive secretary. Membership: Publishers of independent shopping guides and free circulation newspapers. Function: Trade association.

**NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES**, Hotel New Yorker, Suite 419, New York. Contact: G. M. Valenti, managing director. Membership: 150 manufacturers. Function: Producers of display items for use in retail stores.

**NATIONAL ASSOCIATION OF EXHIBIT MANAGERS**, 7301 Euclid Ave., Cleveland 3. Contact: Chester L. Wells, secretary-treasurer. Membership: 110. Function: To advance the arts and sciences pertaining to education through the use of exhibits, exhibitions, and expositions, and to disseminate knowledge and information.

**NATIONAL ASSOCIATION OF BROADCASTERS**, 1771 N St., N.W., Washington 6. D. C. Contact: Harold E. Fellows. Membership: Radio stations (1936 stations, 4 networks), television stations (332 stations, 3 networks), 103 associate members. Function: To foster development of broadcasting and to protect the interests of the industry.

**NATIONAL ASSOCIATION OF TRANSPORTATION ADVERTISING, INC.**, 10 East 43rd St., New York 17. Contact: Harold B. Mers. Membership: Organizations engaged in sale of transportation advertising. Function: To promote and foster improvement in the efficiency of transportation advertising.

**NATIONAL BUSINESS PUBLICATIONS, INC.**, 1913 Eye St., N.W., Washington 6, D. C. Contact: Robert E. Harper. Membership: 76 publishers issuing 162 publications within the U. S. and 2 publishers issuing 32 publications outside the U. S. which are regularly audited by established auditing organization; 1,217 advertising agencies and 61 schools of journalism with non-voting membership. Function: To promote the interests and to increase the effectiveness of the business publishing industry.

**NATIONAL COUNCIL OF MAILING LIST BROKERS**, 55 West 42nd St., New York 36. Contact: Felix Tyroler, president. Membership: 12. Function: To disseminate information on mailing list brokers.

**NATIONAL EDITORIAL ASSOCIATION**, 1025 Connecticut Ave., N.W., Washington 6, D. C. Contact: Edgar S. Bayol. Membership: 5,800 weekly and small daily newspapers. Function: Trade association of newspapers.

**NATIONAL NEWSPAPER CLASSIFIED ADVERTISING NETWORK, INC.**, 221 West 57th St., New York 19. Contact: Robert Miller. Membership: Newspaper Advertising Executives Association. Function: Offers national advertisers an opportunity to order classified advertising in any or all of the 216 newspapers on a "one order, one invoice, one payment" basis.

**NATIONAL NEWSPAPER PROMOTION ASSOCIATION**, 75 Fountain St., Providence, R. I. Contact: Clifford A. Shaw, secretary-treasurer. Membership: Newspaper promotion managers and others doing promotion work; associate memberships for advertising agencies, trade papers, newspaper representatives, and organizations affiliated with or working in the promotion field. Function: To help develop better promotion programs for all newspapers.

**NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION**, 2319 East 55th St., Cleveland 4. Contact: William O. Walker. Membership: Limited to weekly newspapers. Function: A professional trade organization for the Negro press.

**NATIONAL OUTDOOR ADVERTISING BUREAU, INC.**, 711 Third Ave., New York 17; 8 South Michigan Ave., Chicago 3; 645 Griswold St., Detroit 26; 3400 West 6th St., Los Angeles 5; 9 First St. at Market, San Francisco 5. Contact: H. F. Porterfield, vice-president and manager (N. Y.). Membership and function: Cooperatively owned and used by advertising agencies to service poster and painted display campaigns.

**NATIONAL PREMIUM SALES EXECUTIVES**, 25 Colfax Manor, Roselle Park, N. J. Contact: George Meredith. Membership: 85. Function: Devoted to the interests and



problems of suppliers. Activities include seminars, public meetings, and speakers' bureau.

**NATIONAL TELEVISION FILMS COUNCIL**, 200 West 57th St., New York 19. Contact: Melvin L. Gold. Membership: Film producers and distributors, advertising agencies, technical services, TV stations. Function: To advance the quality and standardization of technical and business methods in films for television.

**NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION**, 425 North Vermillion, Danville, Ill. Contact: Robert C. Pace. Membership: 1,300 newspaper advertising executives, business managers, publishers, and newspaper representatives. Function: To further understanding and use of newspaper advertising; to increase efficiency in its production.

**THE OUTDOOR ADVERTISING ASSOCIATION OF AMERICA, INC.**, 24 West Erie St., Chicago 10. Contact: Karl L. Ghaster, Jr. Membership: Standard poster advertising and painted display advertising plant operators. Function: To promote and increase the efficiency of outdoor advertising.

**POINT-OF-PURCHASE ADVERTISING INSTITUTE, INC.**, 11 West 42nd St., New York 36. Contact: William W. Mee. Membership: 176 regular members, 85 associate members. Function: To assist producers and users toward wider and more effective use of point-of-purchase advertising.

**POSTER ADVERTISING ASSOCIATION OF CANADA**, 80 Richmond St., West, Toronto, Ont. Contact: Mace Mair. Membership: Outdoor display firms. Function: To foster effective use of outdoor advertising.

**PREMIUM ADVERTISING ASSOCIATION OF AMERICA, INC.**, 527 Lexington Ave., New York 17. Contact: R. J. McCool. Membership: 500. Function: To increase understanding of premium advertising; to foster greater efficiency of its use, to protect interests of its members.

**PREMIUM INDUSTRY CLUB**, 333 North Michigan Ave., Chicago 1. Contact: William F. Forbrich, executive secretary. Membership: Buyers and sellers of merchandise for use in sales promotion campaigns. Function: Promote goodwill and increase sales through the use of premiums.

**PUBLISHERS INFORMATION BUREAU, INC.**, 444 Madison Ave., New York 22. Contact: W. H. Mullen, secretary. Membership: Publishers of magazines and magazine sections of newspapers. Function: To issue monthly reports in detail, account by account, of volume and character of advertising carried by general and farm magazines, and newspaper sections and supplements.

**RADIO ADVERTISING BUREAU, INC.**, 460 Park Ave., New York 22. Contact: Kevin B. Sweeney, president. Membership: Approximately 1,000 radio stations, representatives, networks, state broadcasting associations, and universities. Function: To promote use of radio as an advertising medium.

**SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION**, P. O. Box 1569, Chattanooga 1, Tenn. Contact: Tom Tanner, secretary-manager. Membership: 400 daily newspapers. Function: To promote their business interests by interchange of ideas; to increase income and reduce operating costs.

**STATION REPRESENTATIVES ASSOCIATION, INC.**, 366 Madison Ave., New York. Contact: Lawrence Webb. Membership: Radio and television station representative firms. Function: To promote and sell the radio and TV spot medium of advertising as well as promote and protect the welfare of its membership.

**TELEVISION BUREAU OF ADVERTISING, INC.**, 444 Madison Ave., New York 22. Contact: George G. Huntington, general manager. Membership: Television networks, television stations, and station representatives. Function: To sell television to advertisers.

**THEATER-SCREEN ADVERTISING BUREAU**, 437 Merchandise Mart, Chicago 54. Contact: Gordon Winkler. Membership: 5 motion picture advertising film companies. Function: To conduct media research and supply information on the theater advertising medium to advertisers and agencies.

**TRAFFIC AUDIT BUREAU, INC.**, 60 East 42nd St., New York 17. Contact: V. H. Pelz. Membership: Representatives of advertisers, agencies, and operators of outdoor advertising plants. Function: To determine by research the advertising values of various types of outdoor advertising and to standardize practices of its circulation evaluation.

**WESTERN SOCIETY OF BUSINESS PUBLICATIONS**, 2035 Miramar St., Los Angeles 57. Contact: Nat Wood. Membership: 100 persons engaged in all phases of business publishing located in the western states and primarily in California. Function: To improve the character of Western business publishing practices, and encourage continued growth of the industry.

## **MEDIA BUYERS**

**CHICAGO AGENCY MEDIA GROUP**, c/o Reach McClinton & Pershall, Inc., Prudential Bldg., Prudential Plaza, Chicago 1. Contact: Harry M. Pick. Membership: Advertising agency personnel engaged in the media function. Function: To provide an atmosphere of idea interchange to improve the selection of media.

**CLEVELAND MEDIA GROUP**, c/o Meldrum and Fawcett, Inc., 1220 Huron Road, Cleveland 15. Contact: H. G. Selby. Membership: Executives in Cleveland agencies whose full time responsibility is in media-buying. Function: To discuss media problems of mutual interest.

**INTERNATIONAL MEDIA BUYERS ASSOCIATION**, c/o International Advertising Association, Hotel Roosevelt, Madison Ave. and 45th St., New York 17. Contact: Frank Bernaducci. Membership: 23 agencies. Function: To aid its members in improving their knowledge to benefit their advertising agencies.



**NEW ENGLAND MEDIA EVALUATORS' ASSOCIATION**, c/o James Thomas Chirurg Company, 824 Boylston St., Chestnut Hill 67, Mass. Contact: Jackson L. Parker. Membership: Personnel in New England advertising performing agency services and whose functions include media analysis. Function: Through discussion to develop constructive thinking on media in relation to marketing and to bring about improvements in media communications.

**NEW YORK ADVERTISING MEDIA PLANNERS**, c/o Cunningham & Walsh, 260 Madison Ave., New York 16. Contact: Newman F. McEvoy. Membership: Buyers and planners of media in advertising agencies in the New York City area. Function: To promote the exchange among its members of information about media and their use and about markets and their development, and to further the development of professional techniques in the buying of media among those concerned or who may be concerned with it.

## **PUBLIC RELATIONS**

**AMERICAN PUBLIC RELATIONS ASSOCIATION**, 1010 Vermont Ave., N.W., Washington 5, D. C. Contact: Miss Jerry McMillan. Membership: Those engaged in public relations. Function: To increase effectiveness of public relations counselling.

**FINANCIAL PUBLIC RELATIONS ASSOCIATION**, 231 S. La Salle St., Chicago 4. Contact: Preston E. Reed. Membership: Financial institutions. Function: To act as a clearing house for advertising and public relations material concerning financial institutions.

**PUBLIC RELATIONS SOCIETY OF AMERICA**, 375 Park Ave., New York 22. Contact: Gus Lewander. Membership: 3,093 individual counsels, industry and trade representatives. Function: Trade association. Publishes *Public Relations Journal* and *Public Relations Register*.

## **RESEARCH**

**ADVERTISING RESEARCH FOUNDATION**, 3 East 54th St., New York 22. Contact: A. W. Lehman. Membership: Advertisers, advertising agencies, advertising media, and universities and professional schools. Board of Directors composed of equal number of advertiser, agency and media executives. Function: A non-profit organization dedicated to furthering scientific practices and encouraging objective and impartial research in advertising and marketing.

**AMERICAN MARKETING ASSOCIATION**, 27 East Monroe St., Chicago 3. Contact: Mrs. Marguerite Kent. Membership: 7,500 persons engaged in the field. Function: To advance the science of marketing.

**CANADIAN ADVERTISING RESEARCH FOUNDATION**, 85 Richmond St. West, Toronto 1, Ont. Contact: B. E. Legate. Membership: 5 ACA members and 5 CAAA members, plus the general managers of both organizations. Function: To conduct advertising studies by requests from interested parties.

**RADIO AND TELEVISION RESEARCH COUNCIL**, c/o National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20. Contact: Dr. Thomas E. Coffin. Membership: By invitation. Limited to 75 members representing advertising agencies, radio and TV stations, networks, and research organizations professionally concerned with radio and television. Function: To provide for discussions of radio and television research problems and methods, and through these discussions to improve the methods and techniques of radio and television research.

## **TRADE ASSOCIATIONS**

**ADVERTISING ASSOCIATION OF THE WEST**, 337 World Trade Center, San Francisco 11. Contact: Charles W. Collier. Membership: Advertising clubs in western states and British Columbia (approx. 6,500). Function: To promote better understanding of advertising, improve advertising and advertising practices, support public service campaigns, coordinate activities of Western advertising clubs.

**THE ADVERTISING COUNCIL**, 25 West 45th St., New York 36. Contact: Maxwell Fox, director of public relations. Membership: Founded and supported by American business. Function: To conduct public service advertising and public relations programs.

**ADVERTISING FEDERATION OF AMERICA**, 250 West 57th St., New York 19. Contact: C. James Proud. Membership: 130 advertising clubs, 17 advertising associations, 1,800 company members. Function: To promote wider and better understanding of advertising.

**ADVERTISING SPECIALTY GUILD OF AMERICA**, 612 North Michigan Ave., Chicago 11. Contact: Frederick M. Granger, Jr. Membership: 800 advertising specialty distributors and suppliers. Function: Trade association.

**ADVERTISING SPECIALTY NATIONAL ASSOCIATION**, 1145 19 St., N.W., Washington 6, D. C. Contact: Ralph B. Thomas. Membership: Manufacturers, jobbers, direct-selling houses. Function: Trade association.

**ASSOCIATED THIRD CLASS MAIL USERS**, 1406 G St., N.W., Washington 6, D. C. Contact: Harry Maginnis. Membership: 750. Function: To protect third class mail on legislative front before Federal agencies.

**BRAND NAMES FOUNDATION**, 437 Fifth Ave., New York. Contact: Henry E. Abt. Membership: Manufacturers, advertising agencies, media. Function: To educate consumers and retailers concerning benefits of brand competitive system; to provide for its membership specific opportunities to identify their brands, trade-marks or logotypes with the advertising, merchandising, and promotional programs of the Foundation.

**COMMUNITY BROADCASTERS ASSOCIATION**, Box 539, Hopkinsville, Ky. Contact: Robert T. Mason, WMRN, Marion, Ohio. Membership: 200 stations. Function: To improve broadcast service of Class IV radio

stations by an increase in power to 1,000 watts from present limit of 250 watts.

**DAYTIME BROADCASTERS ASSOCIATION**, Box 322, Mattoon, Ill. Contact: Ray Livesay. Membership: 175 daytime-only stations. Function: To seek additional broadcast hours during winter months.

**THE FEDERATION OF CANADIAN ADVERTISING AND SALES CLUBS**, 30 Sheraton-Mt. Royal Hotel, Montreal, Que. Contact: John P. B. McCormick. Membership: 30 clubs across Canada with 8,000 members. Function: To work for the good of sound advertising and selling in Canada; to provide a clearing house for ideas of interest to all member clubs; to provide advertising and sales organizations in Canada with a common voice.

**NATIONAL ASSOCIATION OF MARKET DEVELOPERS**, 1830 Eleventh St., N.W., Washington 1, D. C. Contact: H. Naylor Fitzhugh, executive director. Membership: 300. Function: A professional association of persons specializing in Negro market programs in sales, sales promotion, advertising, public relations, and market research.

**NATIONAL ASSOCIATION OF TELEVISION & FARM DIRECTORS**, WSM, Nashville, Tenn. Contact: John McDonald. Membership: 350 active, 300 associate. Function: Broadcasting and telecasting farm information. Try to help farmers make a better living.

**NATIONAL BETTER BUSINESS BUREAU**, 405 Lexington Ave., New York 17. Contact: R. J. O'Connell. Mem-

bership: 22,078 businesses, organizations, and associations. Function: To build and conserve public confidence in advertising and business in general.

**NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.**, 1111 E St., N.W., Washington, D. C. Contact: Edward P. Whitney, executive director. Membership: 380. Function: Trade association.

**NATIONAL RETAIL MERCHANTS ASSOCIATION**, 100 West 31st St., New York, 801 Sheraton Bldg., Washington 5, D. C.; 15 Stockton St., San Francisco, Calif. Contact: J. Gordon Dakins. Membership: Individuals operating retail dry goods, department, and specialty stores. Function: To foster retail trade and improvement of store operation methods, and to increase effectiveness of advertising.

**NATIONAL SALES EXECUTIVES—INTERNATIONAL**, 630 Third Ave., New York 17. Contact: S. L. Goldsmith, Jr. Membership: 30,000 in 210 sales executives clubs throughout the world. Function: Service to sales and marketing executives—educational, survey, statistical, organizational.

**SALES PROMOTION EXECUTIVES ASSOCIATION, INC.**, 389 Fifth Ave., New York 16. Contact: Cecil H. Barrie, managing director. Membership: Limited to sales promotion executives engaged in the supervision, planning, execution, or direction of sales promotion. Function: To advance sales promotion for business and industry.

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*Robert E. Valode, Vice President and General Manager of Renault, Inc., believes an auto advertiser should "Démarcher la clientèle féminine."*

*Here's a Frenchman who says:*  
**"Nearly 6,000,000 American women can't be wrong!"**

To spearhead a most bright and vivid advertising campaign to women, Renault Dauphine chose the No. 1 women's magazine, Ladies' Home Journal—bought every month by nearly 6,000,000 women. Renault's first advertisement blazed like a skyrocket in the July issue.

Why the Journal? Renault Vice President, Robert E. Valode, says: "It isn't just that women hold the family purse strings, and have a lot to say when it comes to choosing

a car. We believe that if a woman is approached when she's in the right mood, in surroundings all her own, reading her favorite magazine, she responds that much more quickly, actively, and positively to advertising."

Ladies' Home Journal calls this Journal-power. With advertisers like Renault, it's evidently "le power hot!" *Proof:* Advertisers invest more money in Ladies' Home Journal than in any other magazine in the field.

*Never underestimate the power  
of the No. 1 magazine for women...*

*Ladies' Home* **JOURNAL**  
A CURTIS PUBLICATION

**NO. 1** IN CIRCULATION ★ **NO. 1** IN NEWSSTAND SALES ★ **NO. 1** IN ADVERTISING



THE NEW YORKER MAGAZINE, INC.

*announces...*

*... the opening on July 1st*

*of an advertising sales office*

*at 1401 Peachtree Street, N. E.,*

*Atlanta 9, Georgia,*

*and the appointment of*

*Mr. John F. Crawford*

*as Southern Manager.*

*Telephone: Trinity 5-9516*

THE  
NEW YORKER

*Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London*



